

Analysis of Agricultural Economic Development Opportunities and Innovative Development Paths in the Context of Rural Revitalization

Jing Yang

School of Finance and Economics, Qinghai University, Xining, 810016, China
153527985@qq.com

Abstract: The current development dynamics of the primary sector in the countryside determines the ultimate achievement of the goal of modernizing the country's governance. Therefore, in order to realize the development of "three rural areas" and promote the ecological construction of the primary industry, the analysis of agricultural economic development opportunities and innovative development paths in the context of rural revitalization is proposed. In this regard, the strategic background of rural revitalization is first briefly analyzed, and then it is pointed out that there is still room for the development of the rural economy in the three aspects of industrial structure, mechanization level and industrial technology. Finally, combined with the strategic background, it puts forward a targeted innovative development path, including optimizing and adjusting the industrial structure, developing green enterprises and strengthening agricultural technological innovation, aiming to provide research direction for the revitalization of eco-agricultural economy.

Keywords: rural revitalization; agricultural economy; innovative development

1. Introduction

The primary industry, as the main support industry in rural areas, is an important economic source for rural families, but as the pace of urbanization and industrialization continues to accelerate, the rural labour force has shown a serious outflow trend, the area of unused land in rural areas continues to increase, and the development of agriculture has been seriously hampered, so revitalizing the agricultural economy is an inevitable trend for the rural economy to achieve high-quality development^[1]. Revitalizing the rural economy also makes outstanding contributions to accelerating the process of building rural ecological civilization, solving the problem of food security in China, implementing the strategy of rural revitalization, and developing agricultural science and technology. Nevertheless, in the process of revitalizing the agricultural economy, there are also many opportunities and challenges, and how to tap the advantages of the industrial integration background to help the development of the agricultural economy has become the focus and difficulty of seizing the opportunities and meeting the challenges^[2]. Therefore, it is necessary to grasp the development opportunities in the context of the rural revitalization strategy, identify the deficiencies in the current development of the agricultural economy, and find countermeasures based on the actual situation, so as to promote the development of the agricultural economy in the direction of high-speed, high-quality^[3]. As an important part of the rural economy, ecological agriculture can optimize the structure of agricultural production and help farmers achieve personal income growth, while avoiding the problem of environmental damage caused by focusing on economic development^[4]. In eco-agriculture, modern science and technology will be used a lot to promote the rapid development of rural economy, but of course, we should objectively recognize that China's rural economic development is still in the early stage, and there are still a lot of problems hindering the development of eco-agriculture economy. Therefore, it is necessary to deepen the research and analysis of the key points of the development of ecological agricultural economy, and formulate a development strategy that is more suitable for the local rural environment. With the continuous penetration of the primary sector of the economy, China has entered a new period of socialist development, in terms of domestic, facing the "three rural" development is unbalanced and inadequate; with the international, global economic integration and the development of agricultural science and technology to optimize the integration of the international agricultural market, intensifying the form of competition in the agricultural economy, the revitalization of the countryside, and the development of the countryside. The strategy of rural revitalization is put

forward to enable China's agriculture, rural areas and farmers to develop better in the new era and new trends ^[5].

2. Background analysis of the rural revitalization strategy

Against the backdrop of current economic development and urbanization process, rural revitalization has become an important national strategy, with the development of the agricultural economy playing a crucial role. As the rural revitalization strategy continues to advance, rural areas are expected to usher in a series of opportunities. First, the agricultural industry faces historic development opportunities. Under the guidance of the new rural development strategy, the agricultural industry will be supported by capital, technology, policies and other aspects, promoting the rapid development of the agricultural industry. At the same time, the agricultural industry chain will be improved, thus promoting the enhancement of the value of agricultural products and the increase of farmers' income^[6]. Secondly, rural tourism has become a new highlight of rural economic development. As a new industry integrating natural and human resources, rural tourism is expected to become a new pillar of rural economy. Rural tourism can not only increase the population flow and promote consumption in rural areas, but also inherit and protect local culture. Once again, new agricultural management bodies will become the new force of agricultural development. With the deepening of the reform of the rural property rights system and the opening up of the agricultural industry to the outside world, new agricultural management subjects such as family farms and farmers' professional cooperatives will obtain better development opportunities and lead the development of the agricultural industry. Against this background, it is clear that the opportunities for agricultural economic development cannot be ignored^[7]. In order to grasp these opportunities, the government and farmers need to actively explore and practice, constantly summarize their experiences in practice, and comprehensively improve the level and effectiveness of agricultural economic development. Rural revitalization is a systematic project whose main components include industrial prosperity, ecological sustainability, rural cultural development, effective governance, and improved living conditions. The 20th CPC National Congress has made an important deployment for comprehensively promoting rural revitalization: "The most arduous and burdensome task in comprehensively building a modern socialist country is still in the countryside^[8]".

From a theoretical perspective, on the one hand, the theory of rural economic development with Chinese characteristics is a theory generated based on the actual situation of rural development in China. It is a localized innovation of the theory, a improvement and development of China's rural governance modernization theory, and can provide certain theoretical support for the revitalization and development of rural economy. On the other hand, currently, the theoretical research on rural economic development in the context of rural revitalization strategy is still in the stage of continuous improvement. Most of the research focuses on the concept of rural economic development and the division of responsibilities among diverse governance entities, and the theoretical research on specific operations is not deep enough. Therefore, through the exploration of this article, the operational logic of rural economic innovation and development under the background of rural revitalization strategy can be clarified to a certain extent, which plays an important role in building a discourse system of rural collaborative governance.

3. Opportunities for agricultural economic development

3.1 Increased level of agricultural mechanization

The revitalization of the countryside has played a driving role in the development of the agricultural economy, gradually transforming the form of agricultural production and promoting the level of mechanization of agricultural production.

At present, in agricultural development, the main reliance is on human resources to complete agricultural production work. This not only leads to slow agricultural production efficiency, but also increases the pressure on farmers, which to some extent leads to a significant migration of rural population to cities, and is also one of the reasons for the slow development of agricultural economy ^[9]. The strategy of rural revitalization has led to new development in agricultural production. In agricultural production, mechanical equipment gradually replaces manpower, which not only accelerates agricultural production efficiency but also helps to mobilize farmers' enthusiasm for production.

Rural revitalization is to promote agricultural production mechanization and automation level of important factors, the use of agricultural machinery and equipment for agricultural production, can accelerate the pace of agricultural development, and reduce the amount of agricultural personnel labor, to avoid the problem of labor shortage. At present, agricultural production has been applied to more mechanical equipment, so that agricultural development into a new stage. With a variety of modern agricultural machinery and farming methods continue to emerge, with the support of modern equipment, the quality and efficiency of agricultural production has been comprehensively improved, the scale of agriculture is expanding day by day, so that farmers from the heavy agricultural labor out. The use of rotary tillers, seeders, water-saving irrigation systems, automated agricultural spraying equipment and other equipment to assist in agricultural production can not only save manpower and material resources, but also improve agricultural productivity, which in turn effectively drive the development of the agricultural economy^[10].

3.2 Structuralization of the agricultural industry

The transformation of the structure of the agricultural industry promotes changes in the mode of development of the agricultural economy, and promotes the production and quality of agricultural products to improve at the same time, so that the level of agricultural planting technology has been improved, farmers can take advanced green planting technology to carry out agricultural production and crop management, etc., which provides more convenience for agricultural production^[11]. At the same time, it can accelerate the speed of land transfer to avoid land abandonment, resulting in the occurrence of land can not be fully utilized. Farmers are reluctant to farm, and social capital needs to be introduced to carry out land transfer. Now the hollowing out of the countryside is very serious, and rural revitalization requires the introduction of talents, farmers can contract most of the land, thus expanding the scale of their agricultural production, and also avoiding the occurrence of land that cannot be reasonably utilized. If farmers contract large areas of land, they can use mechanical equipment to assist in agricultural production work, which can efficiently utilize agricultural resources and promote the continuous development of agriculture^[12].

3.3 Promotion of new agricultural technologies and techniques

Traditional agriculture in the development process, the application of agricultural planting technology and agricultural technology development is also at a backward stage, is also caused by the slow development of the agricultural economy. Although the agricultural planting technology and agricultural production economy with the times has undergone more changes, but still can not meet the requirements of agricultural cultivation, is not conducive to the enhancement of the level of agricultural cultivation. Some farmers in the agricultural production process, due to the small scale of agricultural cultivation, agricultural growers are not willing to waste time to learn new technologies, and do not have the conditions for the introduction of new planting techniques and new production processes. Under the background of rural revitalization, in order to stabilize the income of agricultural economy, the government and relevant departments have increased the promotion of new agricultural planting technologies and new production processes, so that more farmers can understand the new agricultural technologies and processes, and arrange professional technicians to provide technical guidance and training to farmers, so as to update the technologies and production processes applied in agricultural production^[13].

4. Pathways to innovative development of the agricultural economy

4.1 Optimization and adjustment of industrial structure

Under the background of rural revitalization, if we want to promote the continuous development of agricultural economy, we should speed up the adjustment of agricultural industrial structure, form the agricultural industrial structure with rural characteristics, strengthen the integration with other industries, and promote the enhancement of agricultural economic benefits. The integration of agriculture with other industries can not only drive the development of agricultural economy, but also realize the transformation and upgrading of agricultural industrial structure^[14]. Agricultural economic development should be the main goal of promoting the implementation of the rural revitalization strategy, the government can increase the capital investment in the new agricultural industry, the use of other industries to drive the development of the agricultural economy. Relying solely on traditional

agriculture not only fails to improve the level of agricultural production, but also makes it difficult to achieve the goal of improving farmers' economic income. Therefore, in order to promote the development of agricultural economy, we must optimize the agricultural industrial structure in depth, start from adjusting the traditional agricultural production mode, digging into the local agricultural characteristics, introducing advanced production technology, and creating greater value in the limited land resources. Emerging industries in today's township economic development performance is more bright, and this can also become an important pillar to promote the sustainable development of the agricultural economy. For some emerging industries with good prospects, it is necessary to increase the development efforts, especially some low-cost investment, high efficiency energy industry, to increase the promotion efforts after the feasibility analysis.

For local agricultural management departments, they should pay attention to their own management functions, conduct sufficient research on their jurisdiction, and avoid some areas blindly carrying out agricultural production work regardless of the actual production situation. At the same time, the local management department should also pay attention to overall planning and coordination, and optimize the agricultural industrial structure to the greatest extent based on the actual development situation of each township. For example, in some mountainous areas, some townships planting apples, monkey peaches on a larger scale, while the neighboring townships planting mountain ballast, peach trees on a larger scale, at this time, whether it is to change apples, monkey peaches into mountain ballast, peach trees, or mountain ballast, peach trees into apples, monkey peaches, are to spend a lot of time and labor costs. The local agricultural management department needs to analyze according to the actual situation of the two townships, and can open corresponding drying and processing enterprises in the townships where apples and monkeys are planted, and open dried fruit baking and canning processing enterprises in the townships where mountain ballast and peaches are planted, and take the lead of the government in teaching the farmers the advanced technology of fruit planting, and understand how to standardize the planting of fruit trees in order to realize a good yield and a good harvest. Whether it is the daily planting and management of fruit trees, or after the harvest processing production, all need to invest a lot of manpower, only to increase the income of farmers, in order to drive the development of the local agricultural economy.

4.2 Developing green businesses

Scarcity of high-quality agricultural products is the main dilemma encountered in the development of the agricultural economy at present, and the quality of agricultural products and the influence of brands are the key indicators for judging the level of development of the local agricultural economy. The regional public brand of agricultural products has been a widely discussed topic in the field of agricultural economic development, and such brands have significant regional characteristics. In the field of agricultural economy, in addition to the enterprise self-created brand of agricultural products, the regional public brand of agricultural products belongs to the key brand style, when the origin of high-quality agricultural products is very large, it can't be completely attributed to a certain business subject, the regional public brand is born. Brands are inherently private products, and the clearer and more centralized the brand, the more healthy development can be achieved.

In the process of helping green enterprises develop, attention should be paid to cultivating and promoting high-quality, pollution-free green organic agricultural products, and improving the core competitiveness of the enterprise in the market. We also need to formulate an agricultural economic development plan that combines the actual situation of the local area, promote the cultivation of high-quality agricultural products, and create well-known local brands. In terms of sustainable development, it will do a good job of supervising and guiding the work, promote the technology of recycling animal and poultry manure resources, and reduce the amount of chemical fertilizers and pesticides applied. At the same time, we will comprehensively implement the certification system for edible agricultural products and guide farmers to strictly control product quality through standardized guidelines. Only agricultural products that hold a certificate of conformity and a quality and safety commitment letter can enter the market for sale. The enterprise management department should monitor the entire lifecycle of agricultural products, from seed cultivation to final sales, and establish a sound agricultural product traceability system. Enterprises can also participate in the formulation and revision of national agricultural product sales standards, and, if conditions permit, improve these standards to further strengthen the management of high-quality agricultural products. In addition, enterprises can work with local governments to formulate industrial development policies for geographical indication agricultural products and carry out a series of brand marketing activities to promote our agricultural brand to the outside world.

In addition, agricultural management institutions should increase their supervision and management efforts, such as:

a. Guide farmers and relevant agricultural product production and management personnel to achieve the goal of negative growth in fertilizer and drug application amounts;

b. Reasonably control the actual water consumption for agricultural product cultivation and production, and use various resources such as manure, agricultural film, and straw to ensure the coordination and progress of resource and environmental carrying and agricultural product production. We must strictly adhere to the principles of promoting agriculture through quality and green development, fully leverage the fundamental role of rural agricultural ecology and green protection, and create a beautiful and natural countryside.

For example, a municipality directly under the Central Committee of Agriculture and Rural Work Committee full-time deputy secretary Cheng said, the party's twentieth report for the "three rural" work and rural revitalization of the direction and path, so that we doubled the confidence, full of energy. Standing on a new starting point, we will maintain the force, precise force, sustained force, to "build the people's city demonstration area" as the goal, based on the three major East, Central and West work surface, integrated grasp of rural revitalization. Firstly, we need to create articles in terms of space, optimize the spatial layout of the "Two Mountains and One Belt", and scientifically layout the Liangshan Urban Rural Area, Xuyunshan Cultural and Creative Industry, and Liangtan River Baili Ecological Gallery. The second is to focus on quality, integrating industrial development, infrastructure improvement, living environment improvement, rural civilization construction, and farmers' income growth and prosperity, reflecting nature, ecology, and rustic charm, preserving rural simplicity, and retaining nostalgia and nostalgia. Third, we must seek upgrading in the industry. Around the core theme of the study, the construction of modern urban agriculture system, enhance the utilization rate of rural idle resources, the development of new rural collective industry, so that the majority of farmers in the countryside development have a greater sense of access, a sense of happiness.

4.3 Strengthening agricultural science and technology innovation

Science and technology-driven agricultural development has become a modern agricultural development trend, in order to achieve high-quality development of the agricultural economy, we must optimize the traditional agricultural production methods, with the help of professional knowledge and innovation of agricultural production, publicity and sales methods. At the same time, in the development of agriculture, local high-quality talents should be convened, drawing on domestic and international experience, referring to the concepts and methods, and changing the single mode of agricultural development. As we all know, the quality of agricultural products is a key factor affecting product consumption and trade activities, so we should make great efforts in product packaging, marketing and promotion, etc., to find the selling points of agricultural products and improve the added value of agricultural products.

In detail, the following points should be made. The first is to focus on developing the multiple functions of agriculture and providing assistance in optimizing and adjusting the quality of agricultural products. By optimizing and adjusting the agricultural benefit chain, we can achieve a comprehensive upgrade of the agricultural value chain. The second is to strengthen the integration of digitalization in the agricultural industry chain, with the help of the Internet and other advanced technologies to build a public service platform for agricultural products, deepen the service network to all corners of the countryside, and pay particular attention to the construction of the warehousing system and logistics system for agricultural products such as fruits, vegetables and tea. Thirdly, on the basis of accurate positioning of agricultural characteristics and resources, we should explore the local characteristics of agricultural products, and cooperate with merchants to create personalized packaging and improve the added value of products^[15].

4.4 Case Background and Implementation Process

In the practice of rural revitalization, we can see many successful cases of internationalization of the agricultural economy. Taking City A in a Chinese province as an example, the city has successfully promoted the internationalization of its agricultural economy through the implementation of precise policies and measures, allowing local agricultural products to reach the international market.

City A is a typical agricultural county where the main industries are rice and ducks. However, due

to the pressure of market competition and production costs, traditional agricultural production methods can no longer meet the needs of farmers' livelihood. Against this background, Danyang City decided to implement a rural revitalization strategy to promote the internationalization of the agricultural economy. The Danyang municipal government has introduced international standards, such as organic certification and food safety certification, to improve the quality and competitiveness of agricultural products. At the same time, the government has provided professional training and guidance to help farmers understand and follow these standards. A The municipal government has guided farmers to form cooperatives to implement collectivized and large-scale production. This not only improves production efficiency and reduces production costs, but also enhances the market competitiveness of agricultural products. Comparison of the GDP of City A over the years is shown in Table 1.

Table 1: Data on changes in GDP in City A over the years

Year	growth rate	GDP	primary sector of industry	Secondary Industry	Tertiary Industry
2021	11	1345.2	52.4	690.4	581.3
2020	4.2	1142.3	50.3	587.3	507.2
2019	4.8	1120.8	48.2	588.5	484.2
2018	2.4	1251.3	53.2	361.2	570.3
2017	7.1	1233.6	52.4	618.3	560.4
2016	9.2	1136.5	53.6	568.4	516.3
2015	9.3	1070.3	50.4	540.5	478.2

A city's agricultural products, such as rice and ducks, have successfully entered international markets such as Japan and South Korea. According to statistics, Danyang city's agricultural exports have realized steady growth over the past few years, and farmers' incomes have increased significantly. This is largely due to Danyang City's strict quality control of agricultural products and effective analysis of innovative development paths in the agricultural economy. Through the above measures, City A has successfully promoted the internationalization of the agricultural economy, increased the income of farm households, and also contributed to the revitalization of the countryside.

5. Conclusion

At present, rural primary governance has been widely used in China and has made certain achievements, but there still exists the development dilemma of the lack of synergistic consciousness and ability of multiple governance subjects, unclear rights and responsibilities and low synergistic effect, and low level of informationization intelligence. Combined with the development status of primary industry, this paper puts forward specific innovative path development strategies to optimize the governance effectiveness of primary industry.

References

- [1] B G F A, Envelope M Z A .*The Coupling Coordination Development of Rural E-commerce and Rural Revitalization: a Case Study of 10 Rural Revitalization Demonstration Counties in Guizhou [J]. Procedia Computer Science, 2022, 199:407-414.*
- [2] Zhou Y , Xiao J , Zhong J .*Exploration and Practice of Cultivation Pathway of Agricultural Professionals under the Background of Rural Revitalization [J].Asian Agricultural Research, 2023, 15(4):58-60.*
- [3] Huang J W .*New Agricultural Business Entity and Rural Governance Body against the Backdrop of Rural Revitalization [J]. 2022, 14(9):48-54.*
- [4] HE Jianjian, YANG Xidi, NING Yuanmin, GAO Jie, RAO Zhaokang. *Cultural Protection and Inheritance of Red Buildings from the Perspective of Rural Revitalization: A Case Study of the Former Site of " Third Line" Military Factory in Pengfang, Jiangxi Province[J]. Asian Agricultural Research, 2022, 14(5):57-60.*
- [5] Jiang J Z M .*Path of Promoting Industrial Transformation and Upgrading Based on Rural Revitalization: A Case Study of Green Plum Industry in Luhe County of Shanwei City[J].Asian Agricultural Research, 2022, 14(8):9-12.*
- [6] Ziyu HU .*Integration and Development of China's Characteristic Agricultural Industry against the Backdrop of Rural Revitalization Strategy[J]. Asian Agricultural Research, 2022, 14(2):23-25.*
- [7] Zhao X L W Z .*Ethical Research on Agriculture-related Higher Vocational Colleges Serving Rural Revitalization: A Case Study of Huizhou Engineering Vocational College [J].Asian Agricultural*

Research, 2022, 14(10):48-50.

[8] Liang J. *Problems and Solutions of Art Professional Service Rural Revitalization Strategy Based on Random Forest Algorithm*[J]. *Wireless Communications and Mobile Computing*, 2022, 2022(1):1-11.

[9] Ming QI , Yang Z , Wang W ,et al. *Perspectives of Chinese Medicine Agriculture and Rural Revitalization*[J]. *Bulletin of Chinese Academy of Sciences*, 2022, 36(9):1074-1083.

[10] Zhang Q , Kim E , Yang C ,et al. *Rural revitalization: sustainable strategy for the development of cultural landscape of traditional villages through optimized IPA approach*[J]. *Journal of Cultural Heritage Management and Sustainable Development*, 2023, 13(1):66-86.

[11] Liang J. *Value Analysis and Realization of Artistic Intervention in Rural Revitalization Based on the Fuzzy Clustering Algorithm* [J]. *Programming*, 2022, 2022:1-9.DOI:10.1155/2022/3107440.

[12] Juraev F D. *Problems Of Informatization Of Management Of Agricultural Industry And Modeling Of Agronomic System In A Market Economy*[J]. *Journal of Applied Sciences*, 2021, 03(2):49-54.

[13] Kolotukha S , Hvozdiei N , Vinnytska O. *Bank lending to the agricultural sector of the economy as one of the factors of economic sustainability*[J]. *Economics Finances Law*, 2021(5):25-30.DOI: 10.37634/efp.2021.5.6.

[14] Souza B, Haddad E. *Climate change in Brazil: dealing with uncertainty in agricultural productivity models and the implications for economy-wide impacts*[J]. *Spatial Economic Analysis*, 2021(1):1-18.

[15] Afolake C, Abiodun A, Obayelu E. *Mitigating the Recessional Impact of COVID-19 on Nigerian Economy through Agricultural Enterprises Promotion*[J]. *Agriculturae Conspectus Scientificus*, 2021, 86(1):83-91.