

Study on the Structural Reform of Agricultural Supply Side in Jilin Province under the Strategy of Rural Revitalization

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Abstract: The central rural work conference of China was held in Beijing on December 24, 2015. The conference especially emphasized the need to strengthen the structural reform of agricultural supply side, improve the quality and efficiency of agricultural supply system, and achieve the core goal of the reform, that is, through the unremitting adjustment of agriculture itself, make the supply of agricultural products produced by farmers sufficient Variety and quality are closely consistent with the needs and preferences of consumers, forming an effective supply with reasonable structure and sufficient guarantee in many aspects.

Keywords: Agricultural supply side reform, Rural vitalization Jilin Province

1. Background of Rural Revitalization

General Secretary Xi Jinping stressed: "China is strong, and agriculture must be strong." China must be beautiful and rural must be beautiful. If China wants to be rich, farmers must be rich. For a long time, the issue of "agriculture, rural areas and farmers" has always been the top priority of the whole Party's work. In October 18, 2017, general secretary Xi Jinping put forward the strategy of Rural Revitalization for the first time in the nineteen major reports, insisting on the priority development of agriculture and rural areas. This strategy is a new decision made on the work of "agriculture, rural areas and farmers" in the new period after the entry of socialism with Chinese characteristics into the new period. It is another major leap in our party's rural development theory, marking that agriculture and rural development have entered a new stage.

The report of the 19th National Congress of the Communist Party of China put forward that "priority should be given to the development of agriculture and rural areas" in the implementation of the Rural Revitalization Strategy. In accordance with the overall requirements of industrial prosperity, ecological livability, rural civilization, effective governance and affluent life, we will establish and improve the institutional mechanism and policy system for the overall development of urban and rural areas, accelerate the modernization of agriculture and rural areas, consolidate and improve the basic rural management system, and deepen the reform of the rural land system. "The most important content is the overall requirements of the Rural Revitalization Strategy. The 20 character policy not only gives new connotation in expression and connotation, but also gives new connotation in objectives and requirements. It is of great significance to accurately grasp its main contents.

2. Structural Contradictions on the Agricultural Supply Side

2.1 The Quality and Safety of Agricultural Products Need to be Further Improved

The quality and safety of agricultural products is the basis for obtaining business benefits. Taking soybeans as an example, the overall quality of soybeans in Jilin Province decreased in 2017. The average whole grain rate of soybeans was less than 90%, slightly lower than that of the previous year, ranging from 73.6% to 96.7%. The proportions from grade 1 to grade 5 were 10.0%, 53.3%, 23.3%, 3.3% and 3.3% respectively. The proportion of soybeans failing to reach grade 5 was close to 7%, of which grade 1 products decreased by 26.7% compared with 2016, and soybeans above grade 3 (including grade 3) accounted for 86.7%, a decrease of 10% compared with the previous year. The

average damage rate was 7.5%, an increase of 1.2 percentage points over the previous year. Therefore, in the process of seed selection, protection, harvest and transportation, we still need to pay attention to quality problems.

2.2 Lack of Effectiveness of Agricultural Technology Innovation

First, the ability of independent innovation, which is the key to determine whether enterprises can continuously obtain excess surplus value in the competition. At present, the technological innovation of agricultural leading enterprises in Northeast China has achieved remarkable results. For example, Heilongjiang Wofeng agricultural group, which is mainly engaged in the R & D, production and sales of a series of products such as soil conditioner, organic-inorganic compound fertilizer, bacterial fertilizer and medium and high-end liquid fertilizer, has developed advanced saline alkali land improvement technology through its own laboratory and scientific research workstation and grain deep processing, repaired damaged and acidified black soil, and carried out "crab rice co cropping" in the experimental field "Duck rice work" and other environment-friendly breeding models. In 2019, Jilin Academy of Agricultural Sciences, Jinong rice high tech Development Co., Ltd., Sasuke Co., Ltd. of Japan and Seoul University of Korea jointly established the "International Joint Research Center for high-quality japonica rice of Jilin Academy of Agricultural Sciences" Carry out research on the theories and methods of genetic improvement of high-quality japonica rice and key technologies such as cultivation, harvest, storage and processing, improve the breeding efficiency and quality of high-quality japonica rice, and promote the rapid development of high-quality rice industry in the province. In 2018, Jilin Province invested 320 million yuan to promote straw returning technology, solve environmental pollution and realize land fertilization. Enterprises, scientific research institutions and the government are engaged in agricultural technology innovation and The ability and attention of extension have been greatly improved. The main problems of agricultural technology innovation and extension appear in the organizational structure.

2.3 There is a Weakness in Financial Supply

First, agriculture related loans mainly focus on infrastructure construction and light science and technology R & D. among them, agriculture related financial loans are mainly used for agriculture, forestry, animal husbandry, fishery, circulation of agricultural materials and agricultural and sideline products, rural infrastructure construction, accounting for 37.3% of the total loans. Relatively few loans are used for agricultural production. Agricultural science and technology loans are only 36.8 billion yuan, agricultural product processing loans, means of production manufacturing loans and farmland loans The balance of capital construction loans and science and technology loans decreased compared with last year. Secondly, the matching between supply and demand of rural financial services is not accurate. With the significant improvement of modern agricultural capital intensity and industrial scale, it is no longer just a "small, short-term and decentralized" turnover demand, but a "long-term, large-scale and centralized" demand At the same time, the demand for financial services in modern agriculture has also changed from a single financing demand to a variety of needs such as agricultural product pricing, risk management and capitalization management. The development of rural finance can not keep up with the new trend of the development of "agriculture, rural areas and farmers".

3. Countermeasures of Agricultural Supply Side Structural Reform under the Strategy of Rural Revitalization

3.1 Improve the Supply Structure of Agricultural Products and Promote the Construction of Brand Agriculture

Developing brand agriculture is an important breakthrough in the structural reform of agricultural supply side. General Secretary Xi Jinping put forward the requirement of "China's brand transformation of China's products". With the development of economy, the urbanization rate continues to improve, and the consumption level of residents has also improved. The consumption direction has changed from simple material consumption to spiritual consumption, paying more attention to brand consumption, that is, accelerating the construction of agricultural brand is becoming more and more important. Therefore, in the process of implementing the brand strategy, the government should vigorously support, cultivate agricultural brands with high popularity and market competitiveness, and improve the supply capacity. Strive to live an industry with one brand. On the one hand, enrich the people, help

farmers' enterprises to participate in local agricultural product fairs, absorb brand experience from other regions, and combine well-known brands inside and outside the province to quickly enter the high-end market and improve brand competitiveness.

3.2 Strengthen the Support of Scientific and Technological Innovation

We should earnestly implement the strategy of revitalizing agriculture through science and technology, strengthen the construction of agricultural science and technology demonstration bases, cultivate a number of new varieties and technologies, and enhance the core competitiveness of the industry. Build a scientific research cooperation model, rely on Agricultural Universities and scientific research institutions, strengthen the construction of scientific and technological R & D platform and achievement transformation, strengthen innovation driven development, adopt various forms to transfer advanced technology to production areas, and fully combine professional teams with farmers' needs, so as to make advanced agricultural technology enter thousands of households better and faster. All localities should take science and technology as the guide, clarify their "local characteristics" in the choice of development path and focus, find the entry point of agricultural science and technology, constantly cultivate new advantageous industries, and effectively realize the transformation of agricultural economic growth mode.

3.3 Improve the Rural Financial Service System

We should further strengthen the role of rural financial institutions in the Rural Revitalization Strategy, encourage financial institutions to tilt towards rural areas, vigorously support and develop new financial service institutions focusing on serving rural areas, and vigorously develop diversified financial service institutions such as village banks, microfinance companies and rural mutual fund cooperatives. At the same time, small and medium-sized rural financial institutions should ensure the proportion of local new deposits used for local loans, focus on promoting the Rural Revitalization Strategy, and constantly improve the level of serving local economic development. Deeply study the financial capital needs of agricultural production and operation entities, study and apply the financial policies to support agriculture, strengthen the innovation of financial service methods, and prevent the transformation of virtual and real.

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