

Research on Promoting Rural Industrial Convergence Development in Xingwen County

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Abstract. The convergence development of rural industry is the inevitable choice to realize the agricultural modernization of Xingwen County. This paper aims at studying on promoting rural industrial convergence development in Xingwen County. The funding shows that rural industrial convergence development in Xingwen County should: (1) extend the agricultural industry chain; (2) promote value chain of characteristic and advantageous agricultural products and (3) optimize characteristic and advantageous agricultural industries supply chain.

1. Introduction

Located in the south of Yibin City and adjacent to Changning, Jiangan and Gong County, Xingwen County is one of the important agricultural counties in Sichuan Province. In recent years, through the construction of modern agricultural production, industry and management system, Xingwen County has actively developed rural industries such as high-quality grain and oil crops, characteristic tea and fruit, superior bamboo and mulberry, ethnic tourism and achieved remarkable performance. However, there are also some problems in the development of modern agricultural industry in Xingwen County, such as low added value of products, slow growth of farmers' income, and weak links between upstream and downstream industries. In view of the fact that the development of rural industrial integration is conducive to promoting the comprehensive utilization efficiency of rural land, capital, technology and human resources, integrating the different functions of industries, broadening farmers' employment channels and increasing farmers' income, and promoting the development of urban-rural integration. Therefore, promoting the rural industrial convergence development has become an effective choice for the development of modern agriculture in Xingwen County. But different experts have different opinions on the path choice of rural industrial convergence development. For example, some scholars believe that the development of rural industrial convergence should focus on the cultivation and growth of local characteristic superior industries and build a complete rural industrial chain on the basis of taking the reality of local modern agricultural industry development into account. Some scholars also regard that the mode and path of rural industrial convergence development should be determinate by the position of agriculture in the whole regional economic system. For example, the choice of industrial integration mode between urban suburbs and rural areas should be different. The one in suburbs region should focus on the cultural inheritance function of agriculture to provide leisure, sightseeing and experience for urban residents. The suburbs' should concentrate on providing adequate high-quality agricultural products for urban and rural residents. Other scholars believe that the choice of the mode of rural industry integration development should not only consider the stage of local modern agricultural development, resource endowment and natural conditions, but also combine the positioning of local agriculture in the whole economic development system. In my opinion, Xingwen County should promote the rural industry integration development by extending the agricultural industry chain, upgrading the value chain of agricultural products and optimizing the supply chain of agricultural products. The rest sections unfold as follows: section 2 introduces the mode of promoting rural industrial convergence development in Xingwen County. Section 3 draws a conclusion.

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2. Analysis on the Development Path of Rural Industrial Convergence Development in Xingwen County

2.1 Extending the Agricultural Industry Chain of Xingwen County

2.1.1 Making characteristic and advantageous agricultural industry more strengthener

Characteristic and advantageous agricultural industries are the basis of integration development of rural industries. Without the development and growth of agricultural industry, it is impossible to achieve the integration of rural industries. Therefore, Xingwen County should firstly expand and strengthen the characteristic and advantageous agricultural industries such as grain and oil, bamboo and mulberry, kiwifruit and early spring tea on the advantages of abundant land resources, rich selenium in soil, sufficient light and heat, and better conditions of agricultural infrastructure in order to lay a good industrial foundation. The grain and oil industry is the basis of agricultural industry, and also an indispensable important condition for the stable development of rural areas. Xingwen County should expand the planting area of high-quality grain and oil in plain areas such as Wuxing Township, Gongle Township, and improve production efficiency through high-tech, soil improvement, rice-fish symbiosis and moderate-scale management of agricultural land. In low altitude mountainous areas, Xingwen County should concentrate on developing characteristic and advantageous agricultural industries such as mulberry, tea and kiwifruit. Through establishing agricultural industrial parks or agricultural science and technology demonstration zones in order to make the above-mentioned characteristic industries enhanced. In the suburban area, Xingwen County should focus on the development of rural tourism, leisure agriculture and horticultural flowers to provide places and space for leisure and entertainment of urban and rural residents.

2.1.2 Extending the characteristic and advantageous agricultural industry chain

Focusing on local characteristic and advantageous agricultural industries such as grain and oil, tea and mulberry, bamboo forest, kiwi fruit, livestock and poultry, Xingwen County should extend the characteristic and advantageous agricultural industry chain through the mode of horizontal extension and vertical joint from the front, middle and end of the industry at the same time. At the front end of characteristic and advantageous agriculture industry, Xingwen County should vigorously develop serving industries which support agricultural production, such as fertilizer, pesticide, seed sales and land trusteeship, pest control, drying, storage and transportation. At the middle end of characteristic and advantageous agriculture industries, Xingwen County should guide the coordination mechanism of interests among different industries to realize resource sharing, complementary advantages and vertical alliance. At the end of the industry, Xingwen County should develop characteristic and advantageous agricultural products processing and cold chain logistics, establish regional brand of agricultural products with Xingwen regional characteristics in order to expand the market competitiveness, influence and market share of agricultural products. Finally, government functions should be deep reformed gradually by transferring the agricultural product quality and safety testing, brand certification and agricultural science and technology services, which used to be government derivative functions, to enterprises.

2.1.3 Developing Characteristic and Advantageous Agricultural Products Processing Industry

On one hand, small-scale farmers, specialized farmers, specialized cooperatives, family farms and agricultural enterprises should be encouraged to carry out primary processing of agricultural products. Through grading, packaging and pricing, different grades of characteristic and advantageous agricultural products such as high-quality grain and oil, special fruits and vegetables, green fruit, brand silkworm can reach added value through high-quality and high-price. On the other hand, the deep processing of trees, bamboo, kiwifruit and tree should be encouraged vigorously to develop. Through the development of Miao nationality bamboo handicraft products, kiwifruit wine and selenium-rich early spring green tea to achieve an effective extension of the industrial chain. In addition, realizing centralized and large-scale development of high-quality characteristic

agricultural products such as high-quality grain and oil, characteristic kiwifruit, early spring tea industry and black-bone chicken by construction of characteristic agricultural products processing parks. Finally, the standardization construction of agricultural products proceeding such as quality standard system of agricultural products , the whole process quality control system of the characteristic and advantageous agricultural products processing industry should be established in order to realize the sustainable development of the agricultural products processing industry.

2.1.4 Establishing and perfecting trading system of characteristic and advantageous agricultural products

On one hand, the trading efficiency of characteristic and advantageous agricultural products such as grain and oil, bamboo craft products, selenium-enriched tea in early spring and green livestock and poultry products should be improved through strengthening the construction of the sales market of informatization and modernization of trading markets, trading means and trading platforms. On the other hand, it is very necessary to build a regional characteristic and advantageous agricultural products trading market, and expand the market influence and market competitiveness of high-quality agricultural products by regularly issuing trading indexes such as early spring selenium rich tea trading index, Xingwen black bone chicken trading index, and creating the characteristic and advantageous agricultural products brand with Xingwen regional characteristics. In addition, the characteristics and advantageous agricultural products trading entities such as local sellers , professional managers and agricultural products marketing enterprises should be vigorously encouraged to develop, especially to support local agricultural products logistics enterprises. Finally, large e-commerce platforms such as Tmall, JD and PDD should be actively docked to achieve precise joined of high-quality agricultural products and consumers through the Internet.

2.2 Promoting Value Chain of Characteristic and Advantageous Agricultural Products

2.2.1 promoting deep integration of planting and breeding industry and agricultural product processing industry

Based on the advantages of agricultural natural resources such as land, sunshine and water, Xingwen County should vigorously promote the deep processing of characteristic and advantageous agricultural industries to achieve agricultural product value growth. So, The first is to expand the production capacity of existing rice processing enterprises and increase the brand influence and market competitiveness of selenium rich rice. Secondly, bamboo handicraft products should be endowed with Miao nationality culture to expand the market shares. Thirdly, early spring green tea deep processing should be vigorously developed in Xingwen County. At present, the tea industry in Xingwen County has mainly focused on selling fresh leaves while the products proceeding which has high added value is neglected. Therefore, early spring tea deep processing should be vigorously developed to realize its value increase in Xingwen County. Fourthly, the deep processing of livestock and poultry products should be vigorously developed to increase the value of Xingwen mountain black bone chicken. Based on the development of cold chain logistics, the value of livestock and poultry products are going to grow through the market influence and market share of black bone chicken.

2.2.2 Changing agricultural production mode to achieve agricultural value growth

Firstly, circular agriculture are determinate to develop vigorously in Xingwen County. Located in the mountainous area with sufficient light, the development of modern agriculture should make full use of superior natural resources to reduce the use of chemical fertilizers, pesticides and plant growth regulators. Additionally, the green growth of agriculture can be achieved through the reuse of resources such as straw returning to the field and livestock manure returning to the field. Secondly, three-dimensional agriculture which can save plenty of natural recourses should be also vigorously develop through rice fish symbiosis, tea fruit interplanting and similar modes to achieve

the value increase of characteristic and advantageous agricultural products such as selenium enriched rice. Thirdly, the scale of agricultural production and operation in Xingwen county are going to expand appropriately to achieve the scale efficiency of agricultural production. The agricultural land is partial barren and abandoned in view of many migrant farmers in Xingwen County. To relieve this, the agricultural sector should vigorously build a land transfer platform to promote effectively the moderate scale operation of agricultural land. Fourthly, we should actively cultivate new agribusiness entities such as family farms, rural cooperatives and professional farmers for their strong market information processing ability, flexible market risk response, and high degree of commercialization products. Therefore, new-type agricultural agribusinesses should be actively cultivated to achieve the characteristic and advantageous agricultural product values' growth.

2.2.3 promoting rural tourism and health care industry

Xingwen County has a suitable climate, distinct seasons and many scenery scenic spots such as Bowang mountain , stone sea and bamboo sea. The promotion of rural tourism should not only fully explore the development potential of the existing tourism resources, but also combine with the development of characteristic and advantageous agriculture industries. Deep integration of agriculture and tourism industry should be achieved through agricultural experience, agricultural product production experience. On the other hand, Xingwen County has fresh air, rich natural resources and excellent water quality, which is especially suitable for the development of health industry. With the increasing trend of population aging in China, the social demand for elderly care is increasing. Xingwen County should take the advantages of natural conditions and vigorously develop the rural health industry.

2.3 optimizing characteristic and advantageous agricultural industries supply chain

2.3.1 cultivating agricultural industries convergence development chains

The local government should encourage the cooperation between the new-type agribusinesses and agricultural socialized service organizations to establish the agricultural supply chain system which integrates the production, processing, circulation and service of agricultural products. Characteristic and advantageous agricultural industries such as grain, oil, tea, livestock and poultry should realize the integration of planting and breeding, production, supply and marketing, and domestic and foreign trade. Local governments should also support small-scale farmers to integrate into the agricultural supply chain system through land transfer, stock cooperation, agricultural production trust. The mechanism of interest connection between small-scale farmers and modern agricultural enterprises should be established and improved to promote various forms of agricultural moderate scale operation, and realize the modernization of characteristic and advantageous agricultural production, operation and service.

2.3.2 Construction modern agricultural products logistics chains

First of all, the local government should establish a collaborative platform for purchasing, distribution, warehousing and distribution and some economic measures such as tax relief should be used to encourage and guide new types of agribusinesses to integrate resources in order to promote horizontal integration of characteristic and advantageous agricultural producers, wholesale, retail and logistics. Secondly, agricultural service industry associations should be established to integrate service industry resources such as producer , homestay master and catering enterprises, and to improve the supply chain system, improve the quality and efficiency of service supply. In addition, the policy should guide and encourage the information sharing between logistics enterprises and characteristic and advantageous agricultural products enterprises to optimize the allocation of production resources of new agribusinesses, promote the organization of market according to demand, and reasonably arrange the inventory of agricultural products. Finally, the local government of Xingwen County should promote the establishment of a comprehensive supply

chain service platform, expanding the functions of quality management and traceability services, and providing integrated services such as procurement implementation, logistics services, distribution implementation, financing and settlement.

2.3.3 developing Actively rural financial supply chain

Local governments should encourage commercial banks to actively open financial service products to small-scale farmers, micro enterprises and new agricultural business entities to solve the shortage of rural development funds. The government should also mobilize the enthusiasm of financial institutions to serve agriculture by means of Taxation and reserve ratio. On the other hand, the government should encourage financial product innovation to expand the types of rural financing loan collateral. The government should adopt legislation to realize the rural land contract right, the rural homestead use right, the rural land use right and the planting plant as the financial credit collateral. Finally, the government should set up special intermediary organizations to disperse the risks faced by financial institutions in providing financial services for rural areas.

3. Conclusion

The convergence development of rural industry is the way to realize the agricultural modernization of Xingwen County. Xingwen County is rich in agricultural natural resources and has made remarkable achievements in the development of characteristic and advantageous agricultural industries. The convergence development of rural industry should be based on local conditions, combined with its own characteristics of agricultural development. The road of the convergence development of rural industry in Xingwen county should be Extend the Agricultural Industry Chain, Promote Value Chain of Characteristic and Advantageous Agricultural Products and optimize characteristic and advantageous agricultural industries supply chain.

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