The Existing Difficulties and Solutions of the Service Industry of Agricultural Informatization of Intelligent Agriculture in China

Chaoran Tang*
Hangzhou Dianzi University Information Engineering School, Hangzhou 311300, Zhejiang, China. E-mail: 1024592639@qq.com

Abstract: Agricultural informatization is of great significance to the development of rural areas and agriculture, and is closely related to farmers. The state council, in some opinions on promoting the construction of a new socialist countryside, mainly proposes to build a diversified information channel, so that agricultural personnel can obtain agricultural information more quickly and efficiently. This paper mainly analyzes the problems of industry gap, personnel technology, financing and promotion in the agricultural informatization industry of smart agriculture in China. The corresponding solutions to these problems are put forward and the prospect of the future development of the industry is forecasted.

Keywords: Chinese Intelligent Agriculture; Agricultural Informatization Industry; Problem; Countermeasure

1. Introduction to the background of Chinese intelligent agriculture

1.1 Introduction to Chinese intelligent agriculture

Intelligent agriculture is the intelligent economy in agriculture and the specific expression of the intelligent economic form in agriculture, and is the advanced stage of agricultural production. The industry realizes the functions of accurate intelligent perception, early warning, analysis, decision making and professional guidance of the agricultural production environment by relying on various sensor nodes and wireless communication equipment deployed in the agricultural production site.

1.2 Introduction to agricultural informatization industry

Agricultural information industry is an extension of wisdom agriculture industry in China. Its industry mainly by relying on the wisdom of agricultural deployment of sensor nodes and wireless communication network equipment, precision agriculture information intelligent analysis and processing, and provide the information obtained to personnel engaged in the work of agriculture, to help the further optimization of agricultural production mode, to achieve the effect of precision agriculture wisdom.

1.3 Current situation of agricultural informatization industry

The development of agricultural informatization plays a crucial role in the development of agriculture. Nowadays, agricultural informatization in developed countries has made great achievements, and its industry development degree is relatively mature. At present, China's ministry of agriculture has set up an information network service center with
strong supporting service capability and a basic agricultural information collection and integration system. At present, 9% of prefecture-level cities and 7% of county-level agricultural departments in China have set up agricultural information management and service agencies, and have more than 100,000 rural information officers.

However, there are still some problems in the industry, such as incomplete progress of the industry, great differences in the quality of technical personnel, urgent shortage of technical personnel, obstacles in further breakthroughs in informatization technology, and difficulties in financing and defects in the way of popularization. China's agricultural informatization industry is in the stage of rapid development and exploration. The urgent task is to solve a series of problems in the industry, and further help China's agricultural production and information technology fully integrated, so as to ensure the rapid and stable development of the agricultural informatization industry.

2. Existing problems in China's agricultural informatization industry

2.1 Regional agricultural informatization industry level gap problem

China has vast territory. Due to the geographical position of reason in the east for coastal areas, higher economic development level, and rich technology talent resources, the eastern region in China actively called for the construction of Chinese wisdom agriculture and quick to adapt to the development of the city. Therefore, the eastern region agricultural industry informatization level is higher and industry development foundation is abundant. However, in the central and western areas in China, the agricultural informatization industry has a weak development foundation and a slow development speed due to the overall backward infrastructure, shortage of computers, detectors and other equipment, shortage of high-tech talents and the impact of changeable weather and environmental factors. Therefore, there is a big gap between the development level of information industry and the imbalance between the east and the west.

2.2 Technical problems of employees in agricultural informatization industry

China is in the early stage of the development of smart agriculture, so the agricultural information industry is also in the embryonic state of development. The level of China's industry needs to be strengthened. As a result, the quality of employees in China's agricultural informatization industry is uneven. There is a serious shortage of related technical personnel, and some agricultural personnel have no knowledge of the industry. In addition, most of the employees in agricultural administrative, business, scientific research and promotion departments have weak information technology knowledge, low application level of computer big data, and low technical level of industrial personnel. Therefore, the popularization of personnel technology and industry knowledge is the most serious problem in the industry.

2.3 Financing problem of agricultural informatization industry

Agricultural informatization is of great significance to the development of rural areas and agriculture, and is closely related to farmers. However, the biggest problem is the capital city due to the high scientific and technological content, strong technology and high investment in the early stage. Government-directed financial investment is insufficient, and there is an uneven distribution of funds among regions. Due to the low degree of industry promotion, the society pays little attention to the industry, which further leads to less financing channels and less financing funds. The severity of the financing problem will further restrain the development of agricultural informatization industry.

2.4 Agricultural informatization industry promotion problem

Has the preliminary construction of agricultural informationization industry in our country, but in the society from all walks of life to the industry's understanding degree is not high, although in most provinces have construction of agricultural informationization industry introduces the industry web site, but there is no unified standard, each website design coupled with insufficient information website. Web site quality lead to access number is significantly reduced,
3. Solutions to the existing problems in China's agricultural informatization industry

3.1 "The grand western development program" to strengthen agricultural infrastructure

In the face of China's agricultural industry informatization level gap, we first need to continue to adhere to the strategy of "the grand western development program" and through this strategy increase to the Midwest information technology work, and further guide the rural information service organizations, accelerate the construction of rural infrastructure to facilitate the expansion and development of agricultural informationization industry. At the same time of accelerating the construction of infrastructure, the capacity and utilization rate of infrastructure should be improved. At the same time, professional and technical personnel should be equipped to train the knowledge of agricultural informatization industry, so as to further consolidate the foundation for the development of agricultural information industry.

3.2 Personnel technology training and international cooperation drainage talent technology

Information technology personnel is important in the development of information industry quality and industry factors. During the period of industry development, countries can absorb high technical personnel through talent introduction policies, joint training between countries in colleges and universities and other methods to further improve one's professional quality and ability. Graduates can be trained freely to further promote their skills so as to keep up with the development of the industry. At the same time, the industry should formulate the standard of talent selection and the framework of talent training to improve the level of the industry and the professional ethics of the industry personnel.

3.3 To develop diversification financing Channels.

In terms of financing channel development, the local government should take the lead in investigating and investing in the industry. The industry should actively launch information products suitable for farmers, so as to increase people's social awareness of the industry by way of product entering the market. The industry should also participate in similar activities such as the "new industry introduction conference" to increase industry exposure so that the industry can obtain investment funds. At the same time, the industry should also reach a cooperation model with other industries, and use the market resources and technical resources of other industries to increase the funds stored in the industry to further promote the development of the industry.

3.4 "One-to-one" cultivation promotion

The main reason for the slow development of the promotion of China's information industry is that the people in grass-roots level have little knowledge of the industry and almost have no knowledge of the industry technology. In order to promoting the industry, "one to one" popularization is adopted. This popularization is led by local government organization industry technical personnel, composed of industry promotion training team. Through the unified training assigned to the local "one to one" teaching task, granted free local farming personnel based on information technology in the industry, and to explain the related information, personnel at the grass-roots level to have a basic understanding of the industry, the mitigation of new technology and new industry from the psychological, At the same time, the team will help the industry to make the next promotion plan and industry development plan by training the rural reality feedback from the team members, so as to make the industry development more realistic and more conducive to the development of the industry.
4. Conclusion

To sum up, China's information industry is an inevitable trend of the future development of smart agriculture, and its precision and high technology are more suitable for the development of urbanization. Agricultural personnel enjoy the convenience of agricultural information industry to make agricultural personnel further reduce the pressure of farming, improve the efficiency of farming. Although there are a series of problems in the agricultural informationization industry, the future of the industry is bright. As the increasingly importance the government and society has gradually attached on the industry, the development of China's agricultural information industry process will be improved quickly and the industry generally rate will be further improved too.

References