

# Analysis on the Introduction and Incentive of “New Farmers” under the Background of Rural Revitalization

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**Abstract :** Through questionnaires and field visits to investigate the development status of new farmers, it is concluded that new farmers are currently mainly concentrated in the surrounding areas of cities, mainly engaged in the sale of characteristic agricultural products, and the group is highly mobile. Combining with the actual development of the “new farmers”, measures for the introduction of talents are proposed from the aspects of building beautiful villages, building training systems, and promoting the culture of rural talents. On this basis, corresponding incentive mechanisms are proposed from two aspects: internal incentives and external incentives.

**Keywords :** Rural Revitalization; New Farmers; Talent Introduction; Talent Incentive

Agricultural and rural issues are the focus of research all over the world, and rural decay also occurs in countries around the world. Scholars at home and abroad are actively looking for ways to rejuvenate rural areas, and they believe that the introduction of talents is the key to rural rejuvenation. In the rural talent team, the cultivation and development of young human resources is the key, especially the emergence of new farmers in my country in recent years, such as new farmers in investment, new farmers in the hometown, new farmers in science and technology, new farmers in e-commerce, etc. The emergence of “new farmers” groups has effectively promoted the economic development of rural areas, the improvement of agricultural industries, and the construction of rural civilization.

## 1. Investigation on the development status of new farmers

Data are collected through questionnaires and field surveys. Analysis of the collected data shows that the current new farmers have a relatively small age span and a high level of knowledge. The area is also concentrated around the city, and some are cross-border entrepreneurship.

### 1.1 Mainly clustered around the city

Compared with farmers, new farmers and farmers have a big difference in working area. The former mainly work in the periphery of cities or start businesses outside their hometown, while the latter are mainly in rural areas, and their possessions are limited to the local area. Rural resources. This fully shows that the new farmers have resolved the constraints of regional factors in the process of development, and the space for agricultural development has been further expanded. According to the survey data, more than half of the new farmers work in the periphery of large and medium-sized cities, and the choice of working area is affected by many objective factors. New farmers have higher requirements for the production environment and agricultural infrastructure required for production. The city's convenient transportation and distribution methods meet the requirements for transportation time

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for fresh products, allowing consumers to have a better life in the purchase process. At the same time, the public services and living conditions that cities have cannot be realized in rural areas, which to a large extent determines that new farmers choose the areas where they start their businesses as the periphery of the city.

## **1. 2 Most of them are engaged in the production and sales of agricultural products with distinctive advantages**

The new farmers set up exclusive production bases in rural areas and cooperated with other local farmers to produce agricultural and sideline products with local characteristics for major consumers to purchase. According to the survey data, 63% of new farmers have their own stable production base; 31% of new farmers cooperate with local farmers to realize production; and some new farmers use the land resources of circulating farmers or rural collectives to build production. These land resources are usually: arable land, woodland, barren hills and slopes, etc. The time when signing the contract is generally 3-5 years.

## **1. 3 The group is more mobile**

Affected by the rapid development of Internet technology, the advancement of information and economic globalization, and the low threshold for engaging in agriculture, new farmers have gradually shortened their employment time. According to the survey data, 67.3% of those who have been engaged in agriculture for less than 5 years, and 48.3% of those who have been engaged in agriculture for less than 3 years. In further conversations, I learned that Xinnongren sees themselves as an open group, so they have a relatively large percentage of mobility.

## **2. “New farmers” talent introduction measures**

### **2. 1 Build beautiful villages and enhance their attractiveness**

The development of rural society is inseparable from the efforts of new farmers. Attracting new farmers to start businesses in the countryside and driving the economic development of rural areas is what needs to be accomplished at present. The biggest participants and beneficiaries of building beautiful villages are farmers, and farmers are the core of building beautiful villages. Some of the new farmers themselves come from rural areas, and homesickness and inner responsibility are the driving force for this group of new farmers to return to their hometown for development. As for the new farmers from the city, they go to the countryside to develop, and they are fancying the potential resources in the countryside. These potential resources include: The local natural landscape, agricultural and sideline products, and history and culture. Unearth the characteristics of rural areas and explore the turning point of rural economic growth. Rural areas can also effectively bring in and retain returning talents through measures such as improving the construction of infrastructure, increasing the amount of medical and education investment, and improving the welfare system that benefits the people.

### **2. 2 Constructing a new farmer training system to improve employment skills**

Build a government-based management model with mutual cooperation between agricultural institutions at all levels to cover all aspects of agricultural products. Under the influence of the government's capital investment and organizational strength, improve the level of agricultural science and technology, integrate the resources owned by various agricultural technical colleges, agricultural research institutes, and agricultural technology promotion agencies, and launch training services across the industry chain to improve employment skills for new farmers.

### **2. 3 Form a culture of wise villagers and promote the identity of new farmers**

To commend the new farmers and farmers who have made contributions in the process of rural development, and complete the construction of the village wise culture. Formulate special selection criteria, hold fair and open election meetings, select outstanding farmers as representatives, and regularly hold village meetings in rural areas to share current advanced production knowledge and technical products, turning the revitalization of the countryside into a trend Increase the identity of the new farmers.

## **3. “New farmers” talent incentive mechanism**

### **3. 1 Unleash the vitality of new farmers returning home to start a business**

At this stage, the phenomenon of rural population exodus is more obvious, especially those born in the 80s and 90s with a higher education level. After higher education, they linger in the prosperous outside world and get away from the backward home environment through various means. New farmers should get rid of old traditional agricultural thinking, enter the tide of the era of rural revitalization bravely, and fully realize the opportunities and value of new - type agriculture, and contribute to rural revitalization.

In addition, new farmers need to continuously improve their scientific and cultural knowledge, follow the pace of agricultural technology in a timely manner, and actively analyze the problems facing agricultural development today. New farmers also need to continuously improve their own ideological level, follow up the reform of relevant national policies in a timely manner, deepen the level of awareness of the industry system, increase their job recognition, and improve their entrepreneurial self-confidence.

In addition, new farmers should have the concept of continuous learning, need to learn valuable agricultural production management knowledge from local farmers, learn the latest agricultural planting theory from professional scientific researchers, and continue to understand relevant national agricultural reform and support policies. Through continuous learning, improve their professional quality, innovation and entrepreneurship capabilities and agricultural production management level. New farmers can use the Internet and we-media to change the needs of agricultural production, planting, harvesting, and sales at all stages, so that traditional agriculture can be organically combined with new things in the new era, and the continuous innovation and development of agriculture can be maintained.

### **3. 2 Stimulate the external momentum of new farmers' innovation and entrepreneurship**

New farmers returning to their hometowns to start businesses need a more complete agricultural innovation environment. Rural areas need to strengthen the construction of infrastructure such as network communication and logistics, realize the logistics model of "production warehouse+cold chain dedicated line", connect traditional agriculture with the Internet model to the greatest extent, and then improve the production and management model of new agriculture. By demonstrating the new agricultural achievements and the level of rural economic development at this stage, the people's prejudice against the low economic efficiency of agricultural production is eliminated, so that new farmers are more willing and confident to enter the agricultural industry, increase their job recognition, and enable them to act as propagandists and the promoters attract more high-quality talents to return to their hometowns to start businesses.

In addition, if you want to increase the success rate of new farmers, you must have a complete set of new farmers' scientific and cultural knowledge and industry awareness training programs, so as to make the new farmers' talent training reproducible and sustainable. When conducting knowledge training, the teaching mode can be changed accordingly, and the traditional classroom teaching mode can be transformed into a field or experimental field mode to increase the participation and practical ability of trainers. At the same time, it pays attention to impart Internet thinking, business thinking and legal knowledge to the trainees, so that the new farmers have certain knowledge of modern agricultural production, so as to help the new farmers follow the pace of the times. And to help new farmers have a strong ability to identify entrepreneurial projects, increase the study of business management theory, and enable them to have comprehensive competitiveness in the industry.

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