

Thoughts on accelerating the modernization of agriculture and rural areas -- Taking Yuuling Town, Jizhou District, Tianjin as an example

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Abstract: “Without a strong agricultural country, there can be no whole modern country; Without the modernization of agriculture and rural areas, socialist modernization will be incomplete.” Agriculture is the foundation of social development, and rural areas are the supply base for raw materials for industrial production and means of livelihood for cities. Against the background of small farmers in large countries, the Chinese style of agricultural modernization is based on socialist collective ownership with farmers as the main body, on collective ownership of rural land and the separation of rights among farmers, on ultra-small-scale operations and the demand for ultra-large scale agricultural products, and on the development of the new type of industrialization, urbanization and IT application. It is aimed at achieving common prosperity for farmers and rural areas, and it is a modernization that promotes coordinated development of cultural and material progress. Under this macro background, how to accelerate the pace of agricultural and rural modernization in combination with local conditions is an important topic that needs urgent research. This paper takes Qiuling Town, Jizhou District, Tianjin as an example to explore how to accelerate the pace of Chinese style agricultural and rural modernization.

Key words: Chinese style agriculture and rural modernization; Strong industry; Farmers rich; Rural beauty

I. Foundation of development

1. Superior natural and geographical environment

First, the ecological environment is excellent. Qiuling Town is located in the easternmost of Jizhou District, Tianjin. It belongs to the upstream of Yuqiao Reservoir, which is called “big water tank” in Tianjin. It is the water source protection area of Tianjin and the key town of national reservoir area. Within the town, “two mountains, three rivers and five fields”, the north side is Long and Fengshan, the east and west sides are Shahe and Linhe, and the south side is the plain area. The surface forms are diverse, mountains, rivers, forests, fields, lakes and grasses. Second, the quality of agricultural products is excellent. Located at about 40 degrees north latitude, the town is rich in mountain resources. It has been proved that there are high-quality and abundant underground mineral water resources and considerable reserves in the region. The water quality here is clear and sweet, the soil is fertile and pollution-free. The unique geographical environment makes this place the largest fruit and vegetable planting base of Jizhou District, such as edible fungi, fresh peach, leek, sweet potato, etc. The quality of agricultural products is well-known at home and abroad. Third, the integration of culture and tourism is in good shape. Yuuling Town actively develops leisure and sightseeing tourism, taking Taolin sightseeing, cultural B&B, pastoral vacation, farming experience, health and wellness as the theme. It has initially built a tourist resort base covering food, accommodation, travel, shopping, entertainment, education and beauty. It has tourism and leisure and sightseeing industrial parks such as Shuanghewan Agricultural Products Picking Park, Anping Country Park, Zhangjia Compound Folk Custom Park, and Wuqing Villa Leisure Resort.

2. Distinctive industrial characteristics

The town of Yuuling is characterized by the edible mushroom industry, which is the largest in Tianjin and also a well-known edible mushroom town in North China. First, the industrial agglomeration has formed a large scale. The annual output value of edible fungi in the town is nearly 400 million yuan, which radiates to 23 villages in the town and employs more than 5,000 villagers. Has a volume of 8000 cubic meters of edible fungi storage cold storage, covers an area of 5 mu of edible fungi sorting packaging storage and transportation center 1. Second, there are many kinds of products and wide market sales. The mushrooms in the town include mushroom, white mushroom, morels, ganoderma lucidum and other varieties. The products are fresh and dry, which are exported to Guangzhou, Shanghai, Xiamen and other big cities, and exported to Japan, South Korea and other countries. Third, digital management, high level of science and technology. Edible mushroom planting through modern agricultural science and technology in the agricultural greenhouse climate change, soil conditions, water and fertilizer use, equipment operation and other information real-time monitoring, with the help of computers, mobile phones, to achieve the Internet of things greenhouse control system and other technologies to achieve efficient and accurate management of greenhouse planting. Fourthly, there are many participants and strong supporting force. There are 28 professional edible fungi cooperatives in the town, including 2 state-level cooperatives. There are 42 family farms, including 5 municipal demonstration family farms. There is one municipal leading enterprise. Fifth, the product certification is more, the brand is guaranteed. Qiuling Town has been identified as “Tianjin characteristic agricultural products advantage area”, and its mushroom, white spirit mushroom and morel mushroom have been rated as “green food”. Tianjin Jizhou District Zhongyijianliang edible fungus cultivation professional cooperative Bailing mushroom, Shuanghewan Agricultural Technology Co., Ltd. mushroom has become “Jinnongjin products.” In 2014, Zhongyu Village’s “mushroom, white spirit mushroom”, Lijiacang’s “mushroom” in 2018, and Qiuling Town’s “edible fungus” in 2020 have been evaluated as the national “One village and one product” demonstration villages and towns by the Ministry of Agriculture and Rural Affairs. In 2018, Qiuling Town was rated as a strong agricultural industry town by the Ministry of Agriculture and Rural Affairs. In 2020, Qiuling Town (edible fungi) was awarded the 10th batch of national “One village one product” demonstration town. In 2022, Qiuling Mushroom characteristic Town will be listed in the

fifth batch of municipal characteristic towns in Tianjin.

3. Rich historical and cultural heritage

Qiuling Town is the place of fengshui south of the eastern Tombs of the Qing Dynasty. According to the census data of cultural relics, the ancestors of Qiuling town multiplied and lived on this land as early as the Neolithic Age, or picking, fishing, hunting, or leawing. To the Shang and Zhou Dynasties or the Warring States period, the north slope of the small rice field of the town has developed into an economic and cultural center, or capital, or town, or city, or fort, to be examined later. In the Tang Dynasty, this land was surrounded by water on three sides, where villages gathered and people lived in peace. Large rice fields, small rice fields, officialdom, drum ring, Santun... The existing village names and ancient monuments confirm that this place has always been a place of prosperity and a place for military retreat. Nowadays, there are two level cultural relics protection units in the area -- "Zhangjia Courtyard", there are Qing Dynasty residential village -- Guanchang Village, there are "Baishi village" -- Tianxinzhuang Village, there are known as "cultural living fossil" Dawangzhuang Pingju, there are Dadaodi Ma's shadow play traditional manual plane craft and Santun village whisk hand plane craft 2 district level intangible cultural heritage. Today, the town of Qiuling has been through the wind and frost, and continues to radiate the unique charm of cultural antiquity and context.

II. The analysis of the problems existing in the development road of Chinese agricultural and rural modernization in Qiuling Town

1. The industrial characteristics are not significant enough

First, the total output of edible fungi is not large. The edible fungi industry in the town generally has the characteristics of decentralized production and extensive development, and individual bacteria farmers mainly rely on family workshops for planting, with a low level of large-scale planting and standardized planting. Second, the value content and added value of edible fungi products are not high. Mainly primary edible fungi agricultural products, lack of initial and deep processing, resulting in low value content of edible fungi. Third, the scale of industrial organization is not high. The industrial supply chain is incomplete, and the production of edible fungi mainly relies on the quality of fungus sticks. However, there is a lack of fungus stick production and supply industry in the town. Some mushroom farmers also need to purchase fungus sticks from the adjacent city of Zunhua, Hebei Province, and the quality cannot be guaranteed. In addition, individual mushroom farmers mainly rely on traditional vendor distribution and other ways to sell edible fungi. The number of leading mushroom enterprises in the town is small and the scale is small, which does not form brand effect and radiation driving effect, resulting in weak resistance to market risks.

2. Cultural tourism planning concept is not advanced enough

According to the investigation, the development of cultural tourism industry in Yuuling Town is in its initial stage. There are only two farm houses in the town at present, lacking tourism projects and products with local characteristics, not digging deeply into the history, culture and connotation of traditional industries, and not combining well with landscape, farming and intangible cultural heritage characteristics. The consciousness of establishing the pastoral complex with the industry as the core and the project as the carrier is not strong.

3. The supporting functions of cities and towns are not comprehensive

At this stage, the overall construction quality of mushroom towns is not high, the theme of edible fungi in the main urban area is not prominent, and a brand town cultural atmosphere with distinctive characteristics and outstanding highlights has not yet been formed; Five villages such as South Leigutai Village are close to Yuqiao Reservoir, and the water level rises in flood season every year, and the rainwater backpouring is serious, which affects the normal life and production of the masses; In addition, there are also problems such as house site demolition and resettlement and shortage of funds in the town area.

III. Thoughts on accelerating the modernization of agriculture and rural areas in Yuuling Town

Combining with the actual situation in the region, the following ideas are put forward on how to accelerate the pace of agricultural and rural modernization in Qiuling Town:

1. To achieve strong industry: to speed up the organic connection between small farmers and modern agriculture

Industry is the foundation of development. Only when industry is prosperous can farmers' income grow steadily. To strengthen the industrial base, around the agricultural edible fungus industry, do a good job of characteristic articles.

First, work hard on "kind". We should change the development model of piecemeal efforts, separate groups and individual soldiers, foster new types of agricultural production and operation entities, and form a new pattern of modern agricultural planting development with family farms, farmers' cooperatives and individual bacterial farmers as the mainstay. Farmers should be guided to increase the planting area of mushroom and white face mushroom with high market value, and introduce new varieties such as elm Mushroom, brown spirit mushroom, bulbous mushroom, hericium mushroom, golden ear and tea tree mushroom. We will carry out upgrading projects for facility agriculture, promote the socialization and mechanization of agricultural services, and reduce production costs. Second, we will work hard on "marketing" and vigorously develop intensive processing and brand marketing of agricultural products, mainly edible fungi. To build the cold chain logistics project of the edible fungi wholesale market in Jiuling Town, and provide professional, standardized and efficient cold chain logistics services for the whole town. Adhere to the "going out", in view of the difficulties in the production and sales of edible fungi, in-depth research and study of the whole industrial chain such as production and marketing cooperation mode, fully automated production facilities and equipment, and special edible fungus insurance. We will introduce and expand intensive processing projects and subjects of agricultural products, further cultivate brands, and raise the overall level of industrial development. Third, we will work hard on quality.

Adhere to science and technology to lead development, use modern science and technology to support agricultural production, build edible fungi science and technology research and development center, establish a unified and standardized edible fungi quality and safety standards system, monitoring system, traceability system. Efforts should be made to improve the quality of edible fungi, actively experiment with liquid strains, reduce costs, save manpower and material resources, and increase farmers' income; Guide farmers to increase their income around edible fungi characteristic agricultural products, build regional public brands, focus on meeting the needs of urban health food, strengthen the declaration of green signs and geographical indications of agricultural products, and enhance the brand influence and added value of agricultural products in Yuuling Town.

2. Achieve farmers' wealth: Build a platform to increase income and realize the integration of urban and rural income distribution

First, develop and strengthen the rural collective economy to achieve common prosperity. Adhere to the "one village, one policy", turn "characteristics" into "selling points", and actively develop special agricultural products such as Daanping fresh peach, Dongli Gezhuang sweet potato, Dongchen Gezhuang golden pumpkin, Xiaodaodi leek, and Guanchang "Ruixue" apple. Make good use of the identity of "special legal person" of collective economic organizations, participate in market operation, realize collective assets and create collective income through the form of industry-village linkage, asset management, integration of agriculture and tourism, and property leasing, and realize the preservation and appreciation of collective assets and development. Second, cultivate a new type of agricultural business entities. We will make good use of education and training platforms for vocational farmers to help new farmers improve their production and operation skills through on-demand customization, menu selection and online classes. Third, we will improve the overall quality of farmers. We will strengthen job-appropriate training for new types of farmers. We will pay attention to job needs in urban areas, hold vocational skills training and re-employment training courses, and actively promote training in new service industries such as baby care and domestic workers, so as to improve farmers' employability and their ability to integrate into cities. Fourth, we need to develop in a balanced manner between spiritual and material prosperity. We will vigorously promote core socialist values, train leaders in rural cultural activities, enrich rural cultural life, cultivate civilized village style, good family style and simple folk style, improve the spiritual outlook of farmers, and further raise their spiritual and cultural quality. We should do a good job in rural cultural and creative industries. Do a good job of cultural and creative work in combination with non-legacy culture such as shadow puppets in large rice fields and handmade wheat straw fans in official fields, and realize that distinctive cultural and creative work will drive the development of characteristic towns and villages.

3. Realize rural beauty: planning and guidance to retain "homesickness" and beauty

First, adhere to reasonable planning. According to the overall industrial development plan of "One belt, two parks and three districts" and the development of agricultural industry in Qiuling Town, according to the actual conditions of each village, traditional culture, farming culture, red culture, mountain culture and intangible cultural heritage culture are integrated into the planning and construction of characteristic towns. Carry out the renovation of houses, shops and courtyards, the buildings highlight the traditional culture and regional characteristics, and shape the typical style of the town; Second, do a good job in the reform of housing land. We will unleash the vitality of land factors, explore a system for transferring the right to use residential land and a voluntary and paid exit mechanism, make full use of idle residential land to develop rural industries, and encourage rural collective economic organizations and their members to adopt various means such as self-management, leasing, investment, and cooperation. To develop emerging rural industries such as farming, leisure agriculture, rural tourism, catering and homestays, cultural experience and e-commerce that suit rural characteristics. Third, we will modernize rural infrastructure. In combination with urbanization and housing reform, we will speed up the improvement of facilities such as gas supply, farmers' markets and sewage treatment in accordance with the principles of moderate advance, comprehensive supporting and intensive utilization, promote the integration of urban and rural infrastructure, promote the coverage of public services such as education, culture and commerce in rural areas, and comprehensively improve the development of small towns with mushroom characteristics and the quality of life of the people. Fourth, pay attention to the long-term management and control of rural ecology, rely on the improvement of living environment and the construction of beautiful courtyards, promote the integrated development of agriculture, culture and tourism, and promote the long-term management of internal vitality through the points-based management system and voluntary service, so as to realize the value of rural environment.

Epilogue

Promoting the modernization of Chinese agriculture and rural areas is a long-term task and a systematic project. If the road is long and the road is long, the road is near. We firmly believe that we can create a livable, viable and beautiful countryside where we can see the mountains, see the water and feel homesick.

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