

Research on the Problems and Countermeasures of Cultivating New Professional Farmers under the Background of Rural Revitalization

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Abstract: Rural revitalization strategy is an important strategy to develop our country rural industry. In order to better implement the rural revitalization strategy, we need to cultivate high-quality "new" farmers who love agricultural production, know how to use modern technology, and are able to operate in the market, that is, new professional farmers. Regarding the cultivation of new professional farmers, there are some problems, such as unclear orientation of the cultivation group, imperfect cultivation platform, insufficient information construction and insufficient cultivation resources. Based on the actual development of new professional farmers, this paper aims to improve the training of professional farmers, and focuses on the improvement of individual quality and group management. Countermeasures and suggestions for cultivating new-type professional farmers are put forward, that is, clear orientation of training groups, optimization of various training resources, establishment and perfection of farmer social security system, construction of the dynamic mechanism of return of outstanding talents, innovation of training means, which is conducive to the construction of new-type professional farmer education and training system, play a role in the development of modern agriculture, and stimulate the inherent potential of agricultural and rural development. Promoting the development of modern agriculture.

Keywords: Rural Revitalization; New Professional Farmers; Cultivate

Introduction

With the proposal of the 14th Five-Year Plan, the development of new professional farmers was pushed to a new height. Because of the large and low quality rural population base, the new-type professional farmers have no advantage in numbers. In addition, problems such as training environment and funds become obstacles to the development of new professional farmers. The priorities of "agriculture, rural areas and farmers" in the No.1 Central Document of 2022 indicate that new professional farmers have become an important support and primary task for the development of modern agriculture.

1. The connotation, characteristic and goal of new professional farmer

1.1 The connotation of new professional farmers

The concept of a new type of professional farmer was first put forward in Central No. 1 in 2012. From the perspective of connotation, some scholars believe that this group has the attributes of high scientific and cultural level, full-time agricultural production and high social prestige. This paper argues that the new type of professional farmer is in rural long-term settlement, fixed amount of arable land, economic income source agricultural production and management.

1.2 The characteristics of new professional farmers

The "new" and "career" of the new professional farmers mainly include three aspects, namely the overall comprehensive quality, market-oriented demand, concept awareness enhancement, professionalism. First, the overall comprehensive quality is improved. The

new type of professional farmers have modern agricultural ideas, high cultural quality, excellent physical and mental quality, skilled labor skills. Second, is market-oriented. As the new rural construction supported by independent entrepreneurs, migrant workers returning home and graduates constitutes a new type of professional farmers, the work content of the new type of professional farmers is not only limited to traditional agricultural production, but also includes agriculture-related service industries such as processing and circulation of agricultural products. Third, the enhancement of concept consciousness. The new professional farmers are innovative, studious and easy to accept new knowledge. They can actively understand the policies and guidelines of the national new rural construction, and become the leaders and pioneers.

1.3 The goal of a new professional farmer

The goal of training new professional farmers is to cultivate scientific and cultural knowledge and accurately understand state documents, policies and requirements. Secondly, it is necessary to cultivate the cultural foundation of new professional farmers, which is conducive to understanding the concept of digital countryside, intelligent agriculture and modern planting and accepting modern marketing means, so as to enable the development of modern agricultural economy. Finally, training new professional farmers is to make farmers have professional role attributes, so that they have higher social respect.

2. The basic demands of rural vitalization strategy to cultivate new professional farmers

2.1 Facilitate the transformation of rural agriculture

"The key tasks for agriculture, rural areas and farmers identified in the No. 1 Central Document for 2022 are closely related to the new type of professional farmers."^[1] The cultivation of new professional farmers can provide professional talents for the transformation and upgrading of agriculture. Facing the market competition, the new professional farmers have a more unique vision, not only master the professional management idea, but also have the ideological quality and comprehensive quality. With the upgrading and development of "Internet +" agriculture, new professional farmers can make full use of Internet technology and national policies to develop agriculture, further promoting the realization of agricultural transformation.

2.2 Conducive to agricultural modernization

New professional farmers can be allocated land due to the policy support of the state, they can rely on their existing professional skills to develop agricultural industrialization construction, make modern agriculture to "scale", "intensive", "professional", conducive to agricultural modernization. At the same time, under the background of the rural revitalization strategy and the vigorous implementation of "Internet + agriculture", the cultivation of new professional farmers can make farmers become "professional" farmers after training, and promote the development of agricultural modernization again. It can be seen that strengthening the cultivation of vocational skills for new farmers is conducive to the further implementation of agricultural modernization and rural revitalization strategy.

3. Problems in cultivating new professional farmers under the background of rural revitalization

3.1 Unclear positioning of breeding population

In some areas, leaders do not have a clear understanding of the meaning of the new professional farmers and do not make an overall plan. Farmers themselves have doubts in the face of the new concept of "new professional farmers". At present, the cultivation group is only limited to the farming group, which does not take into account the college students who study agriculture and love agriculture, migrant workers returning to the hometown, residents engaged in agriculture-related groups. Such limitations affect the implementation of the rural revitalization strategy.

3.2 Imperfect breeding platform

Although there are cultivation platforms with wide coverage and strong integrity in China, they are not enough to cultivate new

professional farmers. The complexity and particularity of human determines the diversity of human needs. In the face of such subjects, the platform cannot meet all of them. Secondly, the cultivation activities mainly used the resources of the government platform, and the cultivation platform did not effectively integrate other cultivation resources.

3.3 Unitary breeding resources

In the increasingly mature environment of information technology, the new professional farmer cultivation carrier mainly uses the network platform. However, "there is a lag in information construction, network resources are not rich enough, can not fully adapt to the farmer cultivation of development tendency has the problem of single network resources."^[2] At the same time, funds are also in short supply and difficult to release, resulting in a limited source of financial support and a small source of funds for expansion.

4. Countermeasures to cultivate new professional farmers under the background of rural revitalization

4.1 Clearly positioning the training group

The orientation of the new professional farmer group can be carried out in a scientific way of filtering and stratification. Only in this way can the farmers who are willing and able to apply the latest technology to actual production and management be selected as the priority for the transformation. In practice, the government could introduce preferential policies for "talent introduction" to develop students from agriculture-related colleges and universities who want to volunteer to become a new type of professional farmers. The government can also refer to the model of "school-enterprise alliance", that is, to strengthen the cooperation between agricultural colleges and rural industrial areas.

4.2 Establishing a sound social security system for farmers

Farmers are different from urban residents. For farmers, the word "retirement" is far from reach. Even the old people with bows and knees still have to work in the fields for food and income. Therefore, only by solving farmers' basic problems such as medical care, food, housing and transportation, and establishing and improving the social security system, can farmers' worries and concerns be relieved and more local traditional farmers be attracted to actively transform into new professional farmers. Therefore, a rural social security system with "complete content", "multiple forms", "extensive coverage", "appropriate standards" and "multi-level" should be established and improved.

4.3 Building a dynamic mechanism for the return of outstanding talents

In the process of cultivating new professional farmers smoothly, "the government can strengthen the construction of returning talents who go out for work or business and graduates from agriculture-related majors to attract talents through talent introduction policies and talent return mechanism"^[3]; By ensuring that the level of farmer training teachers reaches the standard, improving the daily living environment of the teachers team, and constantly strengthening the construction of the teachers team, so as to improve the effective introduction of talents.

5. Conclusion

To sum up, the current cultivation of new professional farmers is the key to promote the development of rural modernization. The cultivation of new professional farmers with "extensive involvement", "difficult" and "slow effect" needs the joint efforts of the government, institutions, universities, social organizations and other subjects. Based on the in-depth implementation of the rural vitalization strategy, improving the cultivation of new-type professional farmers can cultivate excellent agricultural talents with "skills", "knowledge" and "ability", and further promote the prosperity and development of rural areas, which is of great significance to the in-depth implementation of the rural vitalization strategy.

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