

# Reflections on the Development Path of Guangxi Special Agricultural Industrialization under the Background of Rural Revitalization Strategy

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**Abstract:** Agricultural industrialization means to complete the scientific and reasonable layout, systematization, industrialization, systematic production and development of agricultural production with demand-oriented and economic income as the center, and finally form the integrated development of rural economy. Thus, on the way of intelligent rural revitalization development, it is necessary to strengthen the in-depth promotion and implementation of agricultural industrialization, and it is necessary to deal with the problems of agricultural industrialization in an efficient way. For this matter, the content of the article describes the agricultural industrialization operation, elaborates the development dilemma of Guangxi special agricultural industrialization operation under the sight of rural revitalization, and gives the innovation path of agricultural industrialization operation.

**Keywords:** Rural Revitalization; Guangxi Characteristic Agriculture; Industrialization Development

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## 1. Introduction

Rural revitalization is not only an important mission of our country, but also an extremely important development task, especially in the realization of common prosperity and the whole process of supplementing the weak points in towns and cities are also the main provisions. The development of rural industrialization and rural revitalization have an indispensable main relationship in the middle, and sufficient care is given to the requirements of effective governance, rural style and good living and its ecological livability. Only in this way can the development trend of rural industrialization be completed more well under rural revitalization and a solid foundation is laid for future high-quality development <sup>[1]</sup>.

## 2. The Development Dilemma of Agricultural Industrialization under the Perspective of Rural Revitalization

### 2.1 The regional characteristics of products are not obvious enough

To make China's agricultural industrialization develop, it is necessary to develop agricultural products with special features in the development of each region according to the characteristics of each region. To a certain extent, the products should have certain cultural, historical and regional cultural characteristics, which can both strengthen the brand connotation of the products and effectively enhance the vitality of their products. However, the current development mode of some regional agricultural production shows relatively obvious convergence characteristics, and they neither recognize the natural resources of the region nor bring local

characteristics to regional products; on the contrary, some enterprises are bent on imitation, thus losing their competitive ability in the market. In addition, some agricultural brands lack distinctive regional characteristics, lack of in-depth research on their cultural heritage, and lack of function of the relevant competent authorities to guide them, which restricts the development of regional characteristic industries and fails to make the cultural connotation of enterprises more enriching [2].

## **2.2 The comprehensive quality of farmers needs to be improved**

Under the new rural planning environment, the implementation of the national rural revitalization strategy has promoted the adjustment of agricultural industrialization structure, and some urban areas have constituted an all-round agricultural industrialization development model. However, the traditional agricultural and animal husbandry production model still exists. Local areas adopt this model mainly because the comprehensive ability of the farmers is very low and they do not go through professional study and learning training. In addition, for agricultural production technology is not mastered, resulting in the industrial value of arable land is far from explored, which will reduce the productivity of agricultural industrialization.

## **2.3 Insufficient motivation to realize industrialization development innovation**

At present, in some areas of agricultural and livestock industrialization, many farmers and agricultural cooperatives and enterprises are the basic production subjects, and the driving force of such subjects in industrialization development innovation is generally derived from the actual rate of return generated by various innovative individual behaviors. In this model, industrial development innovation suffers from a weakening of the promotion and orientation of various institutions, and many subjects have to respond to various existing policies only to bring themselves new profits in order to implement them fully. If there are a lot of uncertainties that affect their own development rights, these industrial chain subjects will appear obvious resistance [3].

# **3. Development Path of Guangxi Special Agricultural Industrialization under the Background of Rural Revitalization Strategy**

## **3.1 Strengthen the Construction of Agricultural Infrastructure**

At present, China still needs to increase the infrastructure of rural areas in development. In China, the construction of rural public service system is an important part of China's rural economic development. Agricultural development must receive the attention of relevant parties, and must continue to improve the appearance of the countryside and living conditions, and effectively build rural tourism and the marketing system of special products. In this way, the overall development capacity of agricultural industrialization will be further improved. The industrial infrastructure in rural areas must be scientifically renovated for effective development. Governments at all levels should invest more in roads, water, electricity and gas in rural areas. The improvement of rural infrastructure is a great facilitator and catalyst for rural economic development. In addition, a high level of arable land is a key to the development of modern agriculture, and it is necessary to enhance the leveling of arable land, improve its utilization and quality, and increase the income of farming households under the premise of improving arable land [4].

## **3.2 Promote the Integrated Development of Culture, Travel and Agriculture**

Improve the overall quality of the development of agriculture and animal husbandry, comprehensively improve the competitiveness of the development of agriculture and animal husbandry, and actively and proactively choose the development mode of the combination of culture, tourism and agriculture. In the process of promoting the development of agricultural industry, township communities should actively explore the regional range of characteristic resources and human resources, actively generate a full range of publicity and marketing work system, and build a full range of culture and art, resort tourism, agriculture and animal husbandry and other combined industrial model. For example, with the regional range of characteristic agriculture and animal husbandry, actively take the initiative to carry out colorful cultural exhibitions, and with the technical advantages of regional agricultural and sideline products

processing and operating enterprises and their brand advantages, etc., to attract households in the surrounding areas to feel and trade. According to the cultural exhibition and other forms, can provide a full range of fresh "blood night" for the development and growth of agricultural industry, which can improve the level of agricultural industry development to a certain extent. This is especially true for the processing of agricultural products with sensory attributes, which can enhance the overall sales of agricultural products and generate tangible benefits for many large farmers. Therefore, the township community should focus on promoting a high degree of integration of cultural tourism industry agriculture. In addition, in the process of promoting independent innovation in the development of the agricultural industry, in the practice of multi-faceted implementation and selection of scientific and reasonable development models, should also improve the overall added value, such as the ability to work to create special picking gardens. Township communities can give the necessary financial support for the development of agriculture and animal husbandry as well as technical training [5].

### **3.3 Build up the Agro-industrial Consortium through the Creation of Industrial**

#### **Chains**

First of all, when vigorously promoting the development of agro-industry, we should focus on developing the industrial chain of agriculture, based on the characteristic agricultural products and core agricultural resources; by integrating related industries and agricultural production, the development community can be efficiently established and can actively respond to various competitions in the market. While building the entire supply chain, it is important to share the risks, operate efficiently and share the benefits; an operational chain with complementary resources has been established, which is the only way to gain a better foothold in the market. Farmers' cooperatives, companies and family farms are the main modes of rural industrialization. Through the combination of various ways, the comprehensive benefits of rural economic development can be greatly enhanced, and industrialization and comprehensive development can be promoted at the same time. Secondly, when establishing industrial alliances, it is important to make full use of its guiding role and macro-regulatory role so that various social groups and agricultural development institutions can collaborate effectively [6].

#### **4. Conclusion**

In recent years, under the rural revitalization are continuing to actively promote, along with the continuous development of its own agriculture also for the recognition of Guangxi special agricultural industrialization development to achieve the ultimate further strengthening, in many rural areas have been industrialization development as the top priority that must be paid great attention to the development. According to the scientific technology and high-quality agricultural production process, we have to ensure that all rural areas are fully built up socially and economically, and promote the development road of rural revitalization in an orderly manner.

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