

Research on the Development Strategy of New Rural Collective Enterprises to Assist Rural Revitalization--Taking Lujiatun Township of Xinmin City as an Example

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Abstract: Rural collective economy is in a fundamental position in the national economy, and the development and expansion of rural collective economy is the key to solving the current rural social problems and revitalizing the countryside. Under the political environment of rural revitalization strategy, the collective economic development of Lujiatun Township in Xinmin City is facing new opportunities and challenges, and it is of great practical significance to study the problems and countermeasures facing the collective economic development. This paper takes Lujiatun Township of Xinmin City as an example, investigates the current situation of collective economic development in Lujiatun Township of Xinmin City, analyzes the favorable conditions and unfavorable factors for the development of collective enterprises, and puts forward relevant suggestions for it, actively creates a good governance of the countryside with a beautiful scenery and people, and continuously strengthens the sense of well-being and obtainment of the people.

Keywords: Collective Enterprises, Rural Revitalization; Economic Development; Agricultural Products

1. Introduction

1.1 Overview of the Township

Lujiatun Township is located in Shenyang, Jinzhou and other large and medium-sized cities in the ring. Geographical conditions are unique, the township area of 116.18 square kilometers, agricultural land area of 122,737 acres, 96,733 acres of arable land, rich in natural resources, contains a huge potential for development. Lujiatun Township Government in Lujiatun Village, under the jurisdiction of Lujiatun

Village, Gao Hu Village, Dongyingzi Village and other 10 administrative villages, the township village street hardening rate of 100%, convenient transportation, fast communications, household population of 13,609 people (2021), is a typical agricultural town, trade town.

1.2 Overview of the Current Status of Rural Agricultural Products and Marketing

The development of rural collective enterprises to help rural revitalization, agricultural products is an important entry point. A comprehensive understanding of the current situation of the agricultural products industry and sales in Lujiatun Township is a prerequisite for the proposed rural revitalization strategy.

1.2.1 Overview of rural agricultural products

(1)Diverse range of countryside produce

According to the field visit and investigation, we learned that Lujiatun Township has a variety of crops, among which, grain crops are the main ones, and it is a typical grain-producing township. The cultivation of cash crops and the development of animal husbandry also bring certain economic benefits to Lujiatun Township. Grain crops are an important part of agricultural production and a necessity for people's daily life. The main grain crops in Lujiatun Township, Xinmin City include rice, wheat, corn and sorghum. Cash crops refer to a variety of crops other than grain crops, mainly peanuts, soybeans, vegetables, and greenhouse planting watermelon, grapes, etc.; there are many varieties under each species, for example, grapes are divided into many varieties such as Sunny King, Sunny Rose, Rose-scented Grapes, and so on. Livestock and poultry breeding species are numerous, mainly including reedy chickens, pigs, geese, eggs of geese and their by-products.

(2) Good quality

Lujiatun's large expanse of black soil and vast plains have become a unique advantageous

condition for agricultural development. Located in the north temperate zone, latitude 41.96 °, by the temperate monsoon climate, high temperature and rain in summer, cold and dry in winter, the sun's altitude angle is large, sunshine is sufficient, and at the same time there are fewer meteorological disasters, which has become the advantageous conditions for the vigorous growth of crops in summer. The large area of snow cover in winter greatly reduces the incidence of pests and diseases, less use of pesticides, and better guarantee the quality of agricultural products.

Scientific planting methods, breeding methods and advanced management techniques are necessary conditions for good quality. Combined with the superior local natural conditions and effective planting experience, Lujiatun Township vigorously develops organic agriculture, improves management techniques, precise fertilization, reasonable bagging, and greatly improves the quality of agricultural products.

1.2.2 Current situation of marketing of rural agricultural products

The main channels for farmers to sell agricultural products are market sales, introduction by acquaintances, and unified acquisition by traders driving cars, etc., with retail as the main sales channel; although the sales channel is flexible, it is less stable, with a small sales radius, low market coverage, and large price fluctuations, making the market easy to be saturated. Sales time is concentrated, and currently can not be realized staggered, cross-season sales, crop listing season is prone to supply exceeds demand, the market downturn. At the same time, the use of online sales methods such as live streaming with goods is low in rural areas, resulting in a single sales method mainly based on offline sales.

2. Feasibility Analysis of New Rural Collective Economy Helping Rural Revitalization Development

According to the previous analysis of the current situation of agricultural products industry in Lujiatun Township, Xinmin City, combined with the current rural situation and rural revitalization strategy, collective enterprises can be explored as a new form of realization of the collective economy, and the countryside has favorable conditions for the development of the social economy.

2.1 Favorable Conditions for the Development of Collective Enterprises in Lujiatun Township

2.1.1 Large area of arable land and high land utilization rate

The township agricultural land area of 122,737 acres, 96,733 acres of arable land, rich agricultural land resources, mostly plains, fertile soil, agricultural water conservancy and other infrastructure is relatively perfect, easy to manage, agricultural development potential.

2.1.2 Good quality, variety and yield of agricultural products

Lujiatun Township is a well-known corn, vegetable and watermelon production base in Xinmin City. One of the corn production base covers an area of 50,000 acres, corn wholesale market annual turnover reached 50 million pounds, more than 1,000 acres of watermelon staggered planting each year, from June to October are large quantities on the market, the annual output of more than 50 million pounds. Shenyang Zhenwu Poultry Processing Co., Ltd. and pay the burning pot village duck egg processing consortium as a leading enterprise, the formation of meat duck, meat geese, eggs and ducks in the production of three major specialties, annual production and processing of meat ducks, meat geese more than 1,000 tons, the production and processing of more than 1,200 tons of fresh eggs.

2.1.3 Convenient transportation and fast communication

The hardening rate of village streets in the township reaches 100%. Cao Da Highway and Jinliang Road cross the township government seat in the shape of a cross, which are connected with National Highway 230 and Provincial Highway 314 respectively, and intertwined with the crisscrossed village streets, forming a well-connected transportation network, which guarantees the development of the collective economy of the villages.

2.2 Unfavorable Factors for the Development of Collective Enterprises in Lujiatun Township

At present, the traditional mode of farming is still the main mode of operation in the region. For a long time, there has been a lack of ways to utilize rural land resources and assets, and farmers lack a sense of integrated layout, making it difficult to strike a balance between the agricultural products produced by farmers

and the market.

2.2.1 Individual cultivation, low scale level

The loss of young adults in rural areas is serious, the labour force is decreasing, the population is aging seriously, and the degree of contiguity is low. Farmers tend to plant on an individual basis, which not only increases the difficulty of operationalizing food production, but also restricts the level of mechanization of food production and labour productivity, and increases labour costs.^[1]

2.2.2 Failure to establish a brand, low added value of agricultural products and a single sales channel

Farmers mostly sell on the street and buy collectively from traders in a piecemeal manner, without setting up a brand, with a single sales channel, resulting in local green agricultural products not being able to leave their homes and not being able to make a name for themselves. Mainly sell raw materials, no deep processing, low value-added agricultural products, low economic returns for farmers.

3. Rationalization Countermeasures for Developing New Township Enterprises

Township enterprises centralize and unify the management of the planting, operation, processing and marketing of agricultural products in the township, raising the bar on the quality of agricultural products and realizing higher economic benefits, thereby mobilizing the grass-roots level and the farmers, developing a wide range of businesses, improving crop varieties, raising the quality of agricultural products, promoting long-term income growth for farmers, increasing the purchasing power of the countryside, and ultimately realizing the great goal of township enterprises feeding the development of agriculture. Only when industries and collective economies are revitalized can more employment opportunities and jobs be created, opening up channels for farmers to increase their incomes^[2].

3.1 Initiate a Talent Development Program

The implementation of rural revitalization strategy, the party building leadership is the key, the talent team is the guarantee. Strengthening the training, growing the talent team. Adhere to the "talent cultivation plan" and "talent attraction plan", carry out the evaluation of the competence of the secretary of the village party organization, innovate and explore the new

model of party building for migrant workers, attract talents to return to their hometowns to start their own businesses, and vigorously guide the foreigners to return to their hometowns to invest in their own businesses; and strive to manage the business effectively, Returning to their hometowns to be productive and successful in entrepreneurship, providing talent support for rural revitalization and laying the foundation for promoting rural revitalization. Realize a new leap, create a new glory^[3].

3.2 Creating a New Brand to Bridge the "Last Mile"

In recent years, with the development of short-video platform is becoming more and more mature, live with goods quickly become a popular marketing method, live with goods this emerging industry has successfully activated the consumer market and employment market, to promote the development of the countryside injected a new force. Agricultural marketing should follow the principle of consumer demand as the position and orientation, the construction of counties, townships as the basic unit of the agricultural circulation service complex, upgrading and transformation of agricultural wholesale and trade markets, encourage and support the cultivation of a number of circulation brand innovation and development^[4]. Support a variety of forms of agricultural products production and marketing docking activities, accelerate the promotion of agricultural products online and offline integration of marketing, to actively docking Lu Jiatun Township, increase the supervision of local agricultural products, set up a high-quality brand of agricultural products, and through the union with the township government, resulting in a high degree of credibility of the brand effect, to promote the full use of resources, and to seek the hometown of the celebrity endorsement, rapidly expanding visibility.

3.3 Performance Evaluation System

Performance evaluation of rural enterprises promoting rural revitalization refers to the activity of comprehensively measuring and judging the economy, efficiency, effectiveness and fairness of rural enterprises promoting rural revitalization within a certain period of time based on a specific purpose, according to a scientific index system and a standardized technical process, and it can also be regarded as

a mechanism of responsibility for rural enterprises to achieve the goals of rural revitalization strategic planning^[5].

Taking farmers' participation and their satisfaction and sense of achievement as the goal orientation of evaluation is conducive to strengthening bottom-up external supervision and stimulating the development momentum of township enterprises. Based on the experience and practice, and with reference to the statistical results of the expert consultation questionnaire, an operable performance evaluation basis that integrates objective and subjective evaluation is finally formed. The performance evaluation mainly focuses on three dimensions, namely, industrial prosperity, affluence and farmers' satisfaction, which is conducive to consolidating farmers' trust and enhancing the effectiveness of collective enterprises.

4. Concluding Remarks

The Central Document No. 1 has repeatedly emphasized the need to develop and expand the rural collective economy and to help revitalize the countryside. The development of rural collective enterprises is an important form of collective economic development. Currently many places to actively develop rural collective enterprises, but still facing new challenges and opportunities, explore the development path suitable for collective enterprises is a very realistic problem. To achieve rural revitalization,

we can explore the development of collective enterprises in rural areas, so that they can become a new form of realization of the collective economy.

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