

The Development Situation of "One Village, One Product" in Guangdong under the Rural Revitalization Strategy: Based on the Research of Guangfu Town

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Abstract: The rural revitalization strategy puts forward five aspects: thriving industry, livable ecology, civilized rural customs, effective governance, and rich life. "One village, one product" is an important measure of "industrial prosperity", and at the same time has a certain role in promoting the other four aspects. This paper adopts the questionnaire survey, field interview, combing and analysis of the basic situation of Guangfu town. In addition, it put forward the linkage mechanism, overall resources scientific planning, strengthening industry support, leading enterprises of business model, in order to provide reference for rural revitalization strategy.

Keywords: Rural Revitalization; One Village, One Product; Linkage Mechanism; Industrial Assistance; Market Competitiveness

1. Introduction

The rural revitalization strategy was proposed in the report of the 19th National Congress of the Communist of China on October 18, 2017. The prosperity of industries is the top priority and fundamental basis for achieving the goal of increasing farmers' income, promoting agricultural development, and enhancing rural prosperity. To achieve this objective, various levels of agricultural and rural departments are taking actions based on principles such as scientific planning, localized policies, quality-oriented agriculture, and deep integration. They are committed to accelerating the construction of a modern agricultural industry system, production system, and management system, thereby enhancing the innovation, competitiveness, and productivity of agriculture. Guangdong is a large economic

province in southern China, and its rural areas occupy an important geographical location and abundant human resources. As an important strategic deployment of national development, the rural revitalization strategy aims to promote the economic and social development of rural areas, improve the living standards of farmers, and realize the integration of urban and rural areas. In this context, the development model of "one village, one product" in Guangdong region has achieved remarkable results. This paper aims to deeply investigate the development status of "one village, one product" in Guangfu Town, Jiaoling County, Meizhou City, Guangdong Province, in order to provide reference for the rural revitalization strategy.

2. Situation in Guangfu Town

2.1 Basic Information

Guangfu Town is located in the north of Jiaoling County, located at the junction of Fujian and Guangdong provinces, 24 kilometers away from the county seat, adjacent to Yanqian Town, Xiaba Township and Zhongchi Township, Wuping County, Fujian Province. It is one of the first central towns in Guangdong Province, about 450 kilometers away from Guangzhou. Location and convenient transportation, 205 National Road and Chang-Shenzhen Expressway run through the whole country, the expressway intersection is not far from the town government. The total area of the town is 107.3 square kilometers, surrounded by mountains, most of the arable land in the town has been unified leveling, including the farmland area of 10078.05 mu, the forest area of 145008 mu, the forest coverage rate of 78.17%, the temperature is 2 degrees lower than the surrounding. It has 10

village committees and 1 community neighborhood committee, with a total registered population of 15,070 and a permanent population of more than 9,000. There are plenty of marble, manganese, iron, calcium, potassium, and other mineral resources, forest resources and water resources; historical and cultural sites include Guangfu Temple site, RoVillage, an ancient village, and Guangyu Village built by ten thousand enterprises [1].

2.2 Collective Economic Income Situation

In 2021, the total social GDP will reach 514.3 million yuan. Among them, the total agricultural output value is 200.4 million yuan, the total industrial output value is 241.8 million yuan, the tertiary industry is 721 million yuan, the total collective economic income of the town village is 1.1753 million yuan, up 62.54% year on year, the per capita net income of rural farmers is 9,999 yuan, an increase of 5% [2].

At present, the village collective economic income is relatively weak. Only Guangyu Village has an income of more than 200,000 yuan, Haoling and Shifeng Village with more than 150,000 yuan, Legan and Yetian Village with 100,000 yuan with 100,000 to 150 yuan, Hongcai and Tiekeng Village with 50,000 to 100,000 yuan, and Dam, She and Xishan Village with less than 50,000 yuan.

3. Development Status of "One Village, One Product"

The "one village and one product" industry in Guangfu Town is characterized by selenium-rich black fungus, tea tree mushroom, flue-cured tobacco, eagle mouth peach, kumquat, ganoderma lucidum, thunder bamboo shoots, etc.

3.1 Villagers' Lack of Understanding of "One Village, One Product"

Through the visit and questionnaire survey, we learned that the majority of villagers do not have enough understanding of "one village one product". Half of the villagers have never heard of "one village one product", and some have participated in the construction of "one village one product", they do not know the internal meaning. More than 55% of the villagers do not know the importance of the development of "one village one product", so

it can be seen that most villagers do not correctly understand "one village one product" [3].

3.2 Leading Enterprises Play an Obvious Leading Role

Banana hill town and Meizhou city south longevity biological technology co., LTD., built in wide village invested 5 million yuan built banana hill county black fungus industrial park (f), through the "branch + company + cooperative + farmers, poor" mode, built covers an area of 10 acres of varieties test demonstration, promote the development of surrounding people planting black fungus 500 mu, and drive 100 people in the park employment. Cooperation with Futai Biological Technology Co., Ltd., in Liushe village and other places to develop 2000 mu of wood wax tree demonstration base, is the province's first large-scale planting of the special economic forest tree species base [4].

3.3 Demonstration and Guidance of Industrial Parks

Guangfu town has a legan industrial park, which is directly managed by the county government. By attracting investment, Legan Industrial Park has settled in Jiafu Xiang Industry, Aeon Electronic Technology Park, Bailin Phosphor Factory, Century Biotechnology Company, Jiaoling County Weishi Environmental Protection Co., Ltd. and other enterprises, which have played a certain role in improving the quality and efficiency of the development of Jiaoling County. By increasing capital and expanding production, enterprises in the park have promoted efficient and intensive utilization and industrial structure adjustment, and further strengthened the economic strength of the cluster area (north district). The output value of enterprises above designated size has exceeded 29 million yuan, and the expansion and efficiency of the cluster area are obvious. Guangfu Building Materials (Jiaoling) Precision Co., LTD., Guangfu Stone field, Futa concrete company and many other new building materials industry annual output value of 24.228 million yuan [5]. In April this year, Jiaoling Jimpeng Fine Chemical Co., Ltd. further expanded the development and utilization of resources in the mining area, and the mining level expanded from 410 meters ~326 meters to 410 meters

~220 meters, and the production scale reached 100,000 cubic meters per year.

4. Existing Problems and Cause Analysis

4.1 The Economic Structure is Relatively Single, and the Importance of Farmers' professional Cooperatives Needs to be Strengthened

Wide fu facility has 10 administrative villages and a residents' committees, but actually set up the farmers' professional co-operatives only wide yu village, Ye Tian village, stone village and dry village under the guidance of the town committee and the township government established with their own advantage products as the main body of the villagers cooperatives, failed to fully promoted to the whole town each administrative villages, and the economic structure is single is also one of the reasons restricting its development. Although many departments want to be able to establish a real farmers' professional cooperatives, but because the support funds amount limited factors is also restricts the cause of the development of professional cooperatives, need to cost much more, the standardization of the development of farmers' professional co-operatives is more obstacles, farmers' professional cooperatives attention needs to be enhanced[6].

4.2 The Level of Industrial Development is Relatively Low, and the Level of Production Technology Needs to be Improved

After research, wide f existing edible fungus, peach, thunder bamboo shoots, xishan passion fruit and other ecological agricultural crops, still in the small-scale planting stage, agricultural products to the market quality certification link has not yet established, perfect, not form the overall scale effect, and production technology level is low, production personnel technology concept is poor, is also restricting the important reasons for the industry development to the scale, commercialization.

4.3 Farmers' Collective Concept is Poor, and Their Long-term Awareness is not Strong

Land is the basis of farmers' survival, but it is also the main source of economic income. Farmers have the collective to get rich, and have a strong desire to become rich. In the

process of deepening rural reform and the rapid development of market economy, many farmers have a weak concept of collectivism, and their enthusiasm to participate in the collective economy is not high, which is not conducive to the development of national construction and collective cause. The existing arable land area of Guangfu Town is about 10078.05 mu, but the cultivated land area is relatively scattered and fragmented, so the large-scale use requires farmers to save the land [7]. However, in the actual implementation process, due to the poor collective concept of farmers, they are often unwilling to provide their own land for integrated use, which limits the large-scale development. At the same time, the embodiment of small farmers' consciousness, only pursue immediate interests, lack of long-term industrial planning, is also one of the problems of economic growth scale.

5. Countermeasures and Suggestions

5.1 Form a Linkage Mechanism

We will strengthen the role of organizations as the core of leadership in all rural organizations, implement the leadership throughout the whole process and at all levels of rural social governance, and build a community of social governance in which everyone has responsibilities, responsibilities and enjoys it [8].

Give full play to the role of the new system of "helping towns in towns, supporting villages", and build the revitalization structure of "city-town-village" and the linkage mechanism of "production-park-people"

5.2 Overall Planning and Scientific Planning of Resources

Coordinating resources and scientific planning are the premise of revitalization and development. According to the relevant documents and speech spirit of the provincial committee, the town committee needs to cooperate closely with the town to help the town work team, actively participate in it, and work well in the help planning and project reserve. We suggest that combined with the existing actual situation of the town, the town committee and the task force cooperate with each other, actively cooperate, coordinate resources, jointly do a good job of help

planning and corresponding project reserve work, improve the project reserve system and project approval system. With planning appropriate assistance projects as the starting point, Guangfu Town will adapt measures to local conditions, foster strengths and avoid weaknesses, and achieve the goal of rural revitalization.

5.3 Strengthening Industrial Assistance

Strengthening industrial assistance is one of the key factors in achieving rural revitalization. It mainly refers to providing policy, financial, and technological support to help rural areas develop competitive industries, increase farmers' income levels, promote rural economic development, and maintain social stability. Only through multi-faceted efforts and support can the economy of rural areas rapidly develop, improve farmers' income levels, and enhance their quality of life. Local eagle mouth peach, black fungus, wood wax, thunder bamboo shoots, golden passion fruit, crispy kumquat, forest ganoderma lucidum and other characteristic industries, generally exist in small scale, low visibility, poor sales problems. The yield of farmers is limited, the standardization is not high, the quality is unstable, and the income level is difficult to improve in the short term. It is necessary to strengthen industrial assistance, enhance brand influence, and take normal market channels.

5.4 Create a Business Model Driven by Leading Enterprises

The development of "one village, one product" in Guangdong mainly relies on collective economic organizations to promote it. The village collective economic organization is responsible for planning, guiding and organizing the villagers to participate in the "one village one product" project, and connecting with the market through cooperatives and other forms, and promoting the production standardization of "one village one product" through leading enterprises, so as to improve the product quality. On the other hand, the dispersed production and dispersed sales of individual farmers are transformed into the same production and sales through leading enterprises, so as to effectively improve the production efficiency and market competitiveness of products.

5.5 Improve Market Competitiveness

With the continuous advancement of the rural revitalization strategy, Guangdong's "one village, one product" has broad development prospects. In the future, we hope to see more farmers really participate in the "One Village, One Product" project, and improve their competitiveness by improving product quality, strengthening brand building and other ways. By guiding the application of trademark registration and origin mark registration of "one village one product" products with regional characteristics and cultural tradition, enhance the brand advantage and promote the further development of "one village one product"; by developing leisure and sightseeing agriculture, enhance the added value of "one village one product" industry to promote the integration of the primary, secondary and tertiary industries, drive farmers to get rich together, and then promote the comprehensive development of rural economy and society.

5.6 Strengthen Publicity Efforts

"One village one product" hidden in the mountains no one knows, we want to take them to the table, by the government propaganda. Strengthening the promotion of agricultural products is an important means to improve their visibility and market competitiveness. The following are some possible measures: (1) Establish brand image. The government can assist farmers or agricultural enterprises in establishing their own brand image, and enhance product recognition and reputation through brand promotion. This can be achieved by designing unique logos, packaging, and advertising. (2) Use new media for promotion. With the prevalence of the internet, new media has become an important channel for promoting agricultural products. The government can utilize social media, e-commerce platforms, and other new media tools to promote agricultural products to a wider audience, thereby increasing sales volume. (3) Participate in exhibitions and trade shows. The government can organize and support farmers or agricultural enterprises to participate in various agricultural product exhibitions and trade shows, display their products and technologies, establish contacts with potential customers, and expand sales channels. (4)

Conduct promotional activities. The government can organize various promotional activities such as product introduction fairs, tasting events, food festivals, etc. to attract consumers to taste and purchase agricultural products, while enhancing product recognition and reputation. (5) Provide training and support. The government can provide relevant training and support to help farmers or agricultural enterprises improve product quality and production efficiency, better meet market demand, and enhance competitiveness.

6. Conclusion

"Hiihiko hiramatsu" is the important measures to achieve "prosperous industry", It not only promotes industrial poverty alleviation, but also develops rural characteristic industries, further strengthening the county economy. This model is regarded as an important way to cultivate and develop specialized, distinctive and large-scale superior industries, laying a solid foundation for rural revitalization. It need to fully consider the particularity of agricultural production, according to the local law of nature, economic law and social law, adjust measures to local conditions, create characteristic agricultural products, according to the market demand, promote the scale, standardization, branding, marketization, improve the added value of products, cultivating characteristic industry. The development of "one village, one product" is of great significance for adjusting the agricultural industrial structure, stimulating the endogenous force of rural areas, improving the development ability of farmers, and realizing the goal of strengthening the people and getting rich and the strategy of rural revitalization.

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