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Research on the Development Path of Characteristic Agriculture in Yuexi County under the Strategy of Rural Revitalization

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Abstract: In recent years, the development of characteristic agricultural products industry has become an effective way for Yuexi county to develop the county economy and promote agricultural modernization, and with the rich endowment of ecological agricultural resources, Yuexi county has made initial achievements in characteristic agriculture. This paper summarizes the current situation of the development of characteristic agriculture in Yuexi County and puts forward measures such as accelerating the transformation of advantageous resources, strengthening the brand building, focusing on supporting green brands, increasing the introduction of agricultural talents, carrying out farmers' training, strengthening scientific and technological support, so as to provide reference ideas and suggestions for promoting the development of local characteristic agriculture.

Keywords: Rural Revitalization Strategy; Yuexi County; Characteristic Agriculture;

1. Introduction

On the path of agricultural development with county characteristics, the research angle of scholars is becoming more and more diversified. Chen Jing, taking the leadership of party building as the starting point, pointed out that rural revitalization should choose the characteristic agricultural industrial structure according to the actual resource environment of the county, rely on the poverty alleviation mode of "party branch, cooperative and masses" and other industries, and fully mobilize the endogenous power of the masses.^[1] Based on the county-level government's perspective, Yu Shuang and others point out that characteristic agricultural development needs to integrate the agricultural resources and exert the leading industrial agglomeration effect in order to revitalize the agricultural industry.^[2] Zhao Wei and others pointed out that the construction of characteristic agricultural industry clusters not only need to build regional characteristic agricultural products brand horizontally and produce scale effect, but also needs to improve the industrial chain vertically, improve the quality and efficiency of agricultural supply.^[3]

Therefore, based on Yuexi County's unique geographical environment and resource conditions, this paper discusses the constraints and development countermeasures of Yuexi County's characteristic agricultural development under the background of the rural revitalization strategy.

2. Development status and existing problems

2.1 Vegetable industry

Yuexi County is committed to the development of alpine vegetables as one of the county characteristics of one of the important work, in recent years, the continuous development and optimization of new varieties. By 2020, Yuexi County's alpine vegetable cultivation area of more than 145,500 mu, new and remodeled characteristic industrial base of 136,000 mu.

2.2 Tea industry

Yuexi County famous tea varieties, tea growth environment is superior, its soil diversity, the county has well-known regional brands Yuexi Cuilan, Yuexi Cui-Ting, etc., bao hometown Shifu village tea industry was selected as a typical case of rural revitalization. In recent years, Yuexi tea industry scale continues to expand, the county's existing tea garden reached 1581 million mu, this year's total tea production is expected to reach 6300 tons, tea production value is expected to reach 800 million yuan,

2.3 Mulberry silkworm industry

As one of the agricultural characteristic industries in Yuexi County, the silkworm mulberry has ranked first in the province for 11 consecutive years, relying on the resource advantages of soil and climate environment. In 2021, the county's mulberry garden area is expected to reach 80,000 mu, the mulberry silk industry estimated comprehensive output value of about 800 million yuan, harvest spring silkworm seed yield of 28,223 plants, output of 1623 tons.

2.4 Chinese herbal medicine industry

Yuexi County has superior ecological environment, high quality of medicinal herbs, abundant supply, with tianma, yao, Gegen and many other famous Chinese herbal brands and medicinal plants, the advantages of the Chinese herbal medicine industry are obvious. In 2021, the county is expected to build a new standard base of 500 acres, the melon base of 1500 acres, and in the country to order cooperation in the cultivation and development of melon base to achieve more than 20,000 mu, of which Yuexi Bai included in the national industrial poverty alleviation ten cases.

3. Development advantage

3.1 Location advantage is significant

Yuexi County is located in the heart of Dabie Mountain, belonging to Anqing City, Anhui Province, east of the sub-mountain, Nantong Taihu Lake, west of the English Mountain, north of Shucheng, across the Yangtze River Huaihe River two major basins, across the WeiHe River, Chaohu, Weihe, Vegetable Lake 4 water systems, including famous scenic spots and attractions, its location is superior, convenient transportation.

3.2 Rich in resource endowments

Yuexi County has long mountains and waters, abundant resources, vegetation coverage of 73%, high organic matter content of soil layer, ranking in the forefront of the province. In addition, Yuexi County is well-positioned, is a subtropical monsoon climate zone, the average annual precipitation is sufficient, the relative humidity of the air is stable, for Yuexi County characteristic agricultural development provides a good environment.

3.3 The industrial foundation is solid

Yuexi County agricultural cultivation products are very characteristic, ecological agricultural industrialization has a long history of development, Anhui Province tea, alpine vegetables, traditional Chinese medicine and freshwater aquatic products, the main production base, sold through the Paradise Town market at home and abroad, the commodity rate of special agricultural products is high, including Yuexi Cuilan, high-efficiency oil tea, fennel, bamboo, kiwi and other agricultural products are well-known in domestic and foreign markets.

3.4 Strategic opportunity is rare

Yuexi County belongs to the continuous attack area, and as the only one in Anhui Province set the revolutionary old area, the national poverty alleviation and development key areas, typical mountain areas, national ecological demonstration areas,

ecological functional areas", "five districts" in one county, by the county government's high attention. In recent years, Yuexi County government strictly implemented the project to benefit farmers and poverty alleviation, fully support agricultural quality, industrialization, for Yuexi agricultural development to bring more investment opportunities.^[4]

4. Development constraints

4.1 The level of industrial scale is low

Yuexi County has the situation of heavy project introduction, light environmental protection assessment, mainly reflected in the lack of targeted and operable industrial chain planning, secondly, industry and other industries and agriculture is not highly related, driving farmers out of poverty to increase income difficult, coupled with the scale of agricultural production and ecological environment protection contradictions, so that Yuexi County industrial scale management proportion and the province and even the whole country is far from.

4.2 The infrastructure is not perfect

Rural infrastructure not only relates to the daily life of Yuexi people, but also plays an important role in the process of county industry revitalization. At present, Yuexi County's rural infrastructure is not perfect mainly manifested in: the lack of agricultural infrastructure and weak level of public services, agricultural mechanization level backward. In addition, Yuexi County residents living in scattered distribution, the lack of infrastructure management and repair capacity hinder the progress of Yuexi characteristic agriculture standardization to a certain extent.

4.3 The leading role of characteristic agricultural demonstration is not

strong

Most brands in Yuexi County are in the "create and not use" stage, the brand promotion of characteristic agricultural products lack of continuity, and by the impact of Yuexi County's traditional marketing model, the local characteristic agricultural products scattered and insufficient scale, so the characteristic agriculture can not be unique side can not form economies of scale.

5. Innovation path selection

5.1 Accelerate the transformation of advantageous resources

The choice of characteristic agricultural development needs to rely on the unique terrain, culture, folk customs and other resource environment of the county, the extensive business model of characteristic agricultural products into a deep processing mode, and promote the rational layout and optimization of agriculture. Therefore, Yuexi County needs to start from the deep loose, rich soil and warm and humid climatic conditions. ^[5]

5.2 Strengthen the brand building, focus on supporting green brands

The construction of agricultural branding is an important grasping hand in the strategy of rural revitalization, on the one hand, it can improve the supply structure of agricultural industry, promote the development of county economy and the process of industrial poverty alleviation, on the other hand, it is beneficial to improve the connotation value of agricultural products in Yuexi County and solve the problem of agricultural product sales.

5.3 Increase the introduction of agricultural talents and carry out training for farmers

As a mountainous county, its geographical environment and land conditions require relatively high requirements for crop cultivation, so it is necessary to draw experts to train farmers to improve planting skills and efficiency, in addition, the government can mobilize scientific and technological personnel, attracting unemployed people to engage in characteristic agricultural technical work.

5.4 Strengthen scientific and technological support to improve the added value of products

Science and technology can greatly promote the efficiency of the use of important resources such as land labor force and product quality, so enhancing the technical content of characteristic agriculture and producing sustainable development of technical guarantee is an important way to transform county characteristic agriculture into high value-added agricultural products^[6]

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