

# Research on the Optimization of Agricultural Economic Management in the Context of Characteristic Agriculture

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**Abstract:** Exploring the coordinated development of rural characteristic industries and agricultural economic management is helpful to solve the problem of agricultural economic management. Based on the theory of coordinated development, the article discusses the coordinated development of our country's rural characteristic agriculture and agricultural economic management by using the method of case analysis, and puts forward the optimization strategy of agricultural economic management under the new rural construction environment.

**Keywords:** New rural construction; Agricultural economic management; Optimization strategy

In recent years, the reform of the rural economic system has continued to deepen, and it is necessary to optimize and innovate the traditional agricultural business model and comprehensively improve the agricultural economic management system. In the new period of new rural construction, the local government management departments have issued various agricultural development policies to realize the development of agricultural modernization. However, many problems in the construction of agricultural systems need to be solved urgently. Therefore, our country should supplement the construction of infrastructure system, solve the problems existing in agricultural production and scientific research and development, and optimize various scientific and technological equipment to better realize the construction of new countryside.

## 1. Problems existing in agricultural economic management

### 1.1 The mechanism is relatively backward

Agricultural economic management requires corresponding systems and mechanisms. However, from the perspective of industrial development, the development of agriculture tends to be the same, and the poor utilization of resources restricts the development of agricultural economic management. In recent years, regional agriculture tends to be homogenized, and there is generally no situation where measures are taken according to local conditions, which leads to imitating the models of other regions to develop their own agriculture. Therefore, agricultural economic management is inefficient, and traditional agriculture is widespread in many areas.

### 1.2 Low level of personnel

The responsibility of agricultural economic managers is to guide and encourage farmers to do the right thing at the right time. Agricultural economic managers must first analyze the entire task, then assign the various parts of the task to farmers, organize and coordinate all farmers' participation in production, and supervise and manage farmers. This requires agricultural economic managers to have corresponding professional skills and basic knowledge. However, at the present stage, the personnel engaged in agricultural economic management in our country generally have the problem of lack of professional skills and basic knowledge.

### 1.3 Low level of science and technology

Our country's modernization started later than developed countries such as Europe and the United States. Due to the gap in productivity levels, there is still a large gap between our country's agricultural development level and the world's advanced level, and the level of mechanization is relatively low. Especially in some underdeveloped areas, production activities mainly rely on manpower. So far, quite a few rural areas in my country have not paid enough attention to agricultural science and technology. They believe that blindly promoting agricultural mechanization and technology will cause huge losses to rural economic management and finance, resulting in a lack of financial resources for the development of agricultural science and technology.

## 2. Factors restricting the development of characteristic agriculture

### 2.1 Imperfect infrastructure

Taking a city in southern China as an example, the effective irrigated area of its characteristic agricultural production base is less than 36%, and affected by drought and floods, the guaranteed harvest area only accounts for less than 20%. At the same time, in terms of water conservancy projects, the engineering facilities are seriously aging, and various types of equipment have quality problems. Low-yield fields and sloping land account for 71% of the total cultivated land area. At present, the situation of soil erosion is severe, accounting

for 61% of the total cultivated land area.

## **2.2 Development tends to be the same**

In recent years, regional agriculture tends to be homogenized, and there is a situation where measures cannot be taken according to local conditions, but instead develop their own agriculture by imitating the models of other regions. Therefore, the efficiency of resource allocation is low, and the development of characteristic agriculture is slow. At the same time, the scarcity of high-tech talents and labor also restricts the development of characteristic agriculture.

## **2.3 The backwardness of consciousness**

The backwardness of consciousness directly affects farmers' behavior and hinders the development of agriculture, which is embodied in: First, in the traditional thinking of farmers, they only focus on output, not quality, and only pursue self-support, not pursuit of more value creation; the second is not accepting risky behaviors and lacking innovative ideology. Therefore, it is necessary to guide farmers to help them change their minds and conform to the trend of the times.

# **3. Measures to optimize agricultural economic management under the new rural construction environment**

## **3.1 Improve the overall quality of personnel**

Through relevant training and education, agricultural workers can be helped to improve their own level. Guide agricultural workers to correctly grasp the direction of the market and policy changes, so that managers can keenly find the direction of policy guidance, obtain the support of venture capital, and become a new generation of leaders in rural areas to become rich. Second, to attract college students to participate in the construction of new agricultural business entities through preferential policies. These talents have a higher level of education and are generally more capable of accepting new things and new ideas. They are rare talents in technological innovation. In order to help these talents play a more active role in agricultural construction, it is necessary to implement preferential policies and formulate some incentive policies to encourage these talents to play a subjective initiative in agricultural economic management.

## **3.2 Strengthen the construction of management team**

To strengthen the construction of agricultural management team, various measures should be taken to train and improve the quality of agricultural management personnel. First, relevant departments can establish a training mechanism to regularly train agricultural operators to improve their professional level. After the training activities, the necessary assessments should be carried out to increase the importance of management. According to the evaluation results, corresponding reward and punishment measures are given. In the process of selecting and formulating training plans, it is necessary to adapt to local conditions and try to use a flexible training model to avoid time conflicts, otherwise the training effect will be difficult to guarantee. Second, when recruiting agricultural managers, their professional background and managerial abilities must be scrutinized to ensure that they have a high level of professional skills. Third, the government should set up special funds to meet the financial needs of the training of agricultural economic managers.

## **3.3 Improve the rural financial system**

First of all, it is necessary to appropriately increase the investment in agriculture-related funds, and implement department-specific supervision and management on the use of agriculture-related funds to meet the requirements of special funds. In order to solve the problem of unbalanced development between urban and rural areas, financial institutions need to reasonably set up financial outlets, appropriately increase rural outlets, and promote the development of farmers' financial activities. It is necessary to vigorously develop financial institutions in small towns and towns, formulate corresponding support policies, and issue various preferential policies to financial institutions in a timely manner to promote the standardization of financial aid. Secondly, according to the needs of agricultural development, actively innovate rural financial products to ensure that they meet the actual needs of farmers and ease farmers' loan difficulties. Third, to optimize the rural financial environment, the financial structure must vigorously establish a financial talent system and actively introduce foreign talents.

## **3.4 Strengthen the development of the industrial chain**

The traditional agricultural economy only sells original agricultural products in the process of development. In this model, farmers receive relatively few economic benefits and are vulnerable to market and environmental influences. In order to effectively improve this situation, relevant government departments need to continuously strengthen the production, processing and sales of agricultural products according to the actual situation of regional economic development. In order to better promote the development of my country's agricultural economy and establish a modern agricultural development model, relevant departments can focus on the subsequent processing and sales of agricultural products.

## **References:**

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