Reflections on the Development of Rural E-commerce and the Cultivation of Professional Farmers in the Era of New Media

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Abstract: The advent of the new media era has also created the necessary conditions for the development of rural e-commerce, but it has also brought certain challenges. In the process of new rural construction, we also need to promote the development of rural e-commerce, strengthen the cultivation of professional farmers, and promote rural consumption levels and industrial development. These things are also very important for achieving the goal of modern countryside. This article mainly explores and analyzes the development of rural e-commerce and the cultivation of professional farmers in the new media era.

1. Introduction

New media refer to the use of network technologies such as mobile phones, networks, and electronic journals to provide users with information and entertainment services. In recent years, with the continuous development of China's information technology and the advent of the new media era, the information receiving ability of rural areas has been further improved, which has also played a good role in promoting the development of e-commerce in rural areas. Therefore, in the era of new media, rural government departments also need to strengthen the development of e-commerce in rural areas, do a good job of cultivating professional farmers, and lay a good foundation for rural construction in China.

2. Development Status of Rural E-commerce in China

2.1. Increased Policy Support

Since 2015, China has issued a series of policies on the development of rural e-commerce. In 2017, Premier Li Keqiang put forward proposals to promote e-commerce into rural areas, promote sales of physical stores, and integrate online shopping. In the No. 1 document issued by the State Council of China in 2018, it was clearly pointed out that the rural demonstration role of e-commerce should be implemented, the modernization system of rural circulation should be accelerated, and the goal of township revitalization should be achieved [1]. At the two sessions in 2019, it was proposed to improve the rural distribution network and accelerate the development of e-commerce and express delivery. Therefore, e-commerce in rural areas of China has received more and more attention from the state, and the government's policy support has also been increased to a certain extent.

2.2. Expanded Market Development

In 2017, the online retail sales of our country's rural areas exceeded one trillion, a year-on-year increase of 39.1%. In the first half of 2018, the scale of online retailing in rural areas has been further expanded, and the nationwide rural online retail sales reached 632.28 billion yuan, a year-on-year
increase of 34.4%. This shows that China's rural e-commerce has developed very rapidly in recent years, and has a good development space [2].

2.3. Increase in E-commerce Giants
The change in the consumption concept of rural residents in China has made the e-commerce model very popular in towns and villages. The major e-commerce companies have also actively joined the rural e-commerce army, and Alibaba has launched a smart rural and thousands of counties and ten thousand villages plan. Suning and other e-commerce platforms have also introduced preferential strategies such as rural e-commerce for rural areas, so it is said that e-commerce platforms in rural areas in China are gradually developing in a diversified direction, which is also important for industrial upgrading in rural areas.

3. Relationship between the Development of Rural E-commerce and the Cultivation of Professional Farmers in the New Media Era

3.1. Cultivation of Professional Farmers is A Breakthrough in the Development of Rural E-commerce
Based on the technical requirements of China's rural e-commerce development in the new media era and the development status of our country's rural e-commerce, we conducted an analysis. We find that the development of rural e-commerce in recent years has placed higher demands on the technical level and overall quality of rural e-commerce. The current era urgently requires rural e-commerce to master various online sales software. However, because the overall cultural quality of residents in rural areas in China is relatively low, professional e-commerce merchants are lacking, which has led to human resource problems becoming an important factor restricting the development of rural e-commerce in China [3]. In response to this problem, China needs to strengthen the cultivation of professional farmers and provide sufficient high-quality talents for the development of rural e-commerce. This is also an important strategy to solve the dilemma of rural e-commerce development in China. This paper explores the age structure and education level of agricultural employees and professional farmers in China, The results are shown in Table 1 and table 2.

| Table 1: age structure of agricultural employees and professional farmers |
|---------------------------------|-----------------|-----------------|-----------------|
| category                        | age structure (%) |                   |                   |
|                                 | 16-15 years old  | 36-55 years old  | Over 56          |
| Agricultural employees          | 33.3             | 47.5             | 19.2             |
| Professional farmer             | 11.9             | 71.5             | 16.9             |

| Table 2: education level of agricultural employees and professional farmers |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|
| category                        | degree of education(%) |                 |                 |                 |
|                                 | College or above | High school level | Junior high school level | Primary school level |
| Agricultural employees          | 5.1             | 21.3             | 56.3             | 17.3             |
| Professional farmer             | 1.9             | 14.6             | 77.6             | 5.9              |

3.2. Cultivating Professional Farmers is an Inevitable Demand for the Development of Rural E-commerce
Professional farmers refer to modern agricultural practitioners who take agriculture as a profession and have certain professional skills, including various forms such as large agricultural growers, family farms, farmer cooperatives and agricultural enterprises. There are many sources of professional farmers, including those who are engaged in traditional agriculture, those who are to be resettled, and returnees of migrant workers. Professional farmers also need to take farming as a lifelong career, they must also have good agricultural planting qualities, skills and experience. Once they have grasp these
technologies and knowledge, they can fully connect with the market. At the same time, they will have good agricultural industrialization and large-scale management capabilities. As early as 2006, China proposed the idea of cultivating new professional farmers. In recent years, it has gradually transformed into three types: production, management and service [4].

Production farmers mainly include rural cooperative members and workers engaged in farm labor. Production farmers are required to be proficient in operating new agricultural technologies and large-scale planting equipment to meet the needs of agricultural production and planting. Management farmers include large-scale planting households and managers of agricultural enterprises. They need to adjust the production direction and product characteristics based on the market demand of on-site agricultural products and the market demand to improve the cultivation and sales of agricultural products benefit. Service farmers include multiple positions as agricultural marketing agents and agricultural product brokers. They need to provide packaging and development and promotion services for the production and sales of agricultural products to promote the further increase of agricultural product sales.

The cultivation structure of new farmers is as follows:

| order number | type                          | constitute                                                                 | characteristic                                                                 |
|--------------|-------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 1            | Production and operation type | Represented by family farmers, leaders of professional large farmer cooperatives, etc | Possess certain resources, be good at learning advanced professional knowledge, have certain operation and management technology, certain capital investment ability and certain professional skills |
| 2            | Professional skills           | Represented by agricultural workers, agricultural employees, etc             | To be good at one aspect of professional skills, through engaging in paid labor in family farms, large-scale farming households, agricultural enterprises, farmer cooperatives, industrial parks, etc., and taking this as the main occupation |
| 3            | Social service type           | Represented by pesticide and fertilizer salesmen, rural professional brokers, rural comprehensive information propagandists, agricultural machinery purchase and sales waiters, etc | Through long-term professional work in a certain industry or field, I have accumulated rich practical experience, and at the same time, I have mastered relatively skilled professional operation skills to provide services for agricultural practitioners and get paid |
| 4            | Cenozoic type                 | Represented by college graduates, returning soldiers and returning migrant workers | High cultural level, easy to accept new ideas, new business forms and new technologies, and strong sense of entrepreneurship |

In view of the various difficulties in the current development process of rural e-commerce, we found that service farmers can play a good solution to the problem of insufficient technical personnel in the operation of e-commerce platforms and the promotion of agricultural products. Production farmers can meet the needs of large-scale and standardized development of modern agriculture,
improve the output and quality of agricultural products, and at the same time they can provide sufficient agricultural products for rural e-commerce platforms. Operating farmers can meet the needs of the development of agricultural products, and can also determine the types of agricultural products and the direction of cultivation based on the market demand, which also has a certain positive significance for improving the competitiveness of agricultural products on the e-commerce platform.

4. Favorable Conditions for the Cultivation of Professional Farmers

4.1. Inevitable Demand for the Development of Rural E-commerce

The arrival of the new media era poses a relatively big challenge to the development of rural e-commerce, requiring rural e-commerce to achieve reasonable cooperation in service systems such as technology promotion, human capital accumulation, and logistics payment during operation. In recent years, China's e-commerce industry has developed very rapidly, but for some rural populations, new media is still a relatively unfamiliar concept. In addition, they still have some doubts about e-commerce, which requires the government departments of townships to strengthen the emphasis on the cultivation of professional farmers, and actively cultivate a group of skilled new media technologies to engage in e-commerce working talents to meet the development needs of rural e-commerce in China. In addition, the development of rural e-commerce also puts forward higher requirements for agricultural products to enter the city, quality inspection and after-sales work. Therefore, rural e-commerce needs to have a perfect logistics system. In recent years, China’s government departments have paid more attention to rural e-commerce, and have issued a series of support policies for the cultivation of professional farmers. This is also one of the favorable conditions for the cultivation of professional farmers.

4.2. An Important Way for the Development of Professional Farmers

Summarizing and analyzing the formation and development conditions of professional farmers in China, we find that social division of labor and labor differentiation are the fundamental driving forces for the development of professional farmers in China. In recent years, the speed of development of modern farmers in China has further accelerated, and higher demands have been placed on the comprehensive quality of farmers. In the process of forming professional farmers, China needs to regard the circulation, concentration and large-scale management of land as important basic conditions for the development of professional farmers. As an important carrier and platform for the development of professional farmers, agricultural economic organizations have promoted vocational education and training of farmers to become an important way for the development of professional farmers in China. In recent years, with the acceleration of urban development in China, a large number of peasant populations have been transferred to cities through reading, working, marriage, etc., resulting in a continuous decrease in the number of peasants, and the population distribution also has a serious trend of aging and aging. However, the reduction in the number of farmers also provides good conditions for the realization of large-scale agricultural production.

Because of the adjustment of industrial structure and changes in the economic situation, the competition for farmers to work in cities has become more and more intense, and the benefits in the cities have been greatly reduced. Some farmers have broadened their horizons in the process of working in cities, and have mastered certain advanced technologies and management experience. This has also greatly improved the transformation of market economy consciousness. These migrant workers who return home have strong entrepreneurial foundations and aspirations, and the emphasis on vocational education has been further strengthened, providing sufficient intellectual support for the development and cultivation of professional farmers.
5. The Way to Cultivate Professional Farmers in the New Media Era

5.1. Build A Perfect Cultivation System
The development of rural e-commerce in the era of new media has also encountered certain difficulties. If we want to further develop rural e-commerce, the country also needs to strengthen human resources construction to provide enough qualified personnel for the development of rural e-commerce. In the process of cultivating professional farmers, we need to work through the joint efforts of government forces and social forces, starting from the institutional environment, financial support and technical conditions, and building a perfect professional farmer cultivation system and policy support system on this basis. [5].

China's government and industry organizations need to assume their leading role in the cultivation of professional farmers and provide adequate financial support and policy and system guarantees for the development of professional farmers. First of all, China needs the local government to strengthen the construction of the agricultural industry system. Only by building a modern agricultural production park can we cultivate a batch of agricultural enterprises with excellent potential, and can we have local agricultural products in the fierce market competition. Good competitive ability promotes further improvement of agricultural production efficiency. The construction of a modern agricultural production park can also provide sufficient employment for professional farmers, so that it can attract a large number of people to participate in the cultivation of professional farmers. In addition, the government and farmers' cooperative organizations also need to formulate corresponding professional standards, supervise the skill rating system, and link the skill levels of professional farmers to income. This can encourage farmers to continuously upgrade their skill levels to obtain higher levels. Income. Finally, the local government departments need to be able to sort out and improve the existing government of benefiting farmers and supporting agriculture, ensure that the limited financial funds can be implemented into the cultivation of professional farmers, promote the development of China's rural economy, and work for the construction of new countryside provide sufficient human resources.

5.2. Actively Guide Social Forces to Participate in the Cultivation of Professional Farmers
Considering the demand of the labor force, enterprises need to give full play to their own power in the process of cultivating professional farmers. E-commerce enterprises need to actively invest in the cultivation of professional farmers and provide sufficient financial support for the cultivation of professional farmers, so as to obtain good professional farmer cultivation effects. For example, Alibaba has strengthened its emphasis on rural e-commerce in recent years, and has actively participated in the cultivation of professional farmers, providing sufficient talent protection for the construction of the rural Taobao system. In recent years, Alibaba has also opened Taobao University in many counties and villages. It has taken new media technology and e-commerce technology as an important training content, so that farmers can master new media technology. At the same time, farmers can also use e-commerce technology to market agricultural products, which not only broadens their horizons, improves their short-term income and skills, but also has a very important role in the further development of rural e-commerce significance.

5.3. Attract Vocational Colleges to Participate
In order to ensure the professionalism and standardization of professional farmer cultivation, China's government departments also need to further increase the investment in educational resources in the process of professional farmer cultivation, and guide various vocational colleges to participate in the cultivation of professional farmers. At present, China's vocational teaching system is mainly oriented to the cultivation of talents in the urban economy and modern industrial enterprises. The emphasis on the cultivation of agricultural talents is insufficient. Many schools have not yet set up courses related to agriculture, which directly affects the professional farmers in China. The effect of cultivation. In recent years, with the acceleration of the construction of new rural areas in China, the demand for rural areas and excellent agricultural talents is increasing. This requires that all vocational colleges can
combine the existing teachers and infrastructure to establish agriculture-related professional, and gradually become an important force in the cultivation of professional farmers. In the short-term cultivation process, we can use popular science video and online media to produce some popular science courseware and follow-up to solve some common problems in agricultural production. In the long run, China needs to formulate a specialized talent training plan from the perspective of modern agricultural production, management and service, so as to maximize the educational system's economic service functions.

6. Conclusion
In summary, the arrival of the new media era has brought certain opportunities and problems to the development of rural e-commerce in China. The low level of human resources is an important issue that restricts the development of rural e-commerce. China’s government departments need to strengthen the emphasis on this aspect of the work, adopt multiple approaches to strengthen the cultivation of professional farmers, and provide sufficient human resources for the rural e-commerce system. This also has good positive significance for the construction of new countryside in our country.

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