Study on the Development Guarantee of Agricultural Industry Energy Diversification Supply under the Background of Rural Revitalization Strategy in Changchun City

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Abstract. In the report of the 19th National Congress of the Communist Party of China, it was proposed that the rural revitalization strategy should be vigorously implemented, and solving the problem of "agriculture, rural areas and farmers" should be the top priority. China is a big agricultural country, especially the three eastern provinces, which has driven the growth of agricultural economy and also demanded energy consumption demand. So far, the energy constraints of the agricultural industry have approached from the "flow constraint" state to the "stock constraint" state. Based on this, the paper takes Changchun City as an example, implements the rural revitalization strategy, gives play to the driving role of the central city, insists on coordinating urban and rural development, continuously increases the investment in modern agriculture, strengthens the agricultural industrial policy support system, and accelerates the construction of the three major systems of modern agriculture. At the same time, the energy diversification supply strategy is analyzed to achieve agricultural modernization and promote the development of a resource-saving and environment-friendly new agricultural industry.

1. Introduction
In the past two years, Changchun City has strengthened transformation and upgrading, and optimized the agricultural industrial structure; strengthened agricultural infrastructure construction, improved agricultural comprehensive production capacity; strengthened green creation, improved agricultural green development level; strengthened agricultural investment, rural one, two, three industries Enhance the development of integration; strengthen comprehensive reforms, and improve the new kinetic energy of agricultural and rural development. To realize the revitalization of rural industry in Changchun City, it is necessary to strengthen the guidance of rural industrial revitalization planning, promote the integration and development of rural primary and secondary industries, innovate agricultural investment and financing models, strengthen the construction of rural industrial revitalization talents, and work together to promote the revitalization of rural industries.
2. Current Status of Rural Industry Development in Changchun City
In the past two years, Changchun City has adhered to the spirit of the series of important speeches by General Secretary Xi Jinping on the three rural and rural revitalization strategies, implementing the deployment requirements of the central and provincial and municipal labor conferences, and focusing on promoting the structural reform of the agricultural supply side. This main line, with the construction of the "three major systems" of modern agriculture as the starting point, highlights six key tasks of "adjusting the structure, promoting transformation, projecting, branding, reforming, and increasing income". The adjustment of agricultural structure has achieved initial results. The rapid development of animal husbandry, greenhouse film economy and horticultural specialties has become a big industry that drives farmers to increase their incomes; new industries such as leisure agriculture, rural tourism, and rural e-commerce are booming, driving the three industries to accelerate integration; the agricultural and rural economy is stable. Advancing and stabilizing the medium to the best, steady to green, laid a solid foundation for promoting the revitalization of rural industry in Changchun.

3. Analysis of the development of agricultural industry in Changchun City and the causes of energy problems

3.1. Status of rural industry development
The party's accurate grasp of the main contradictions of society is an important basis for proposing new ideas and new ideas in the rural revitalization strategy [2]. The strategy puts forward the long-term development direction of China's rural areas, and outlines the grand blueprint for the solution and development of the "three rural" problems in the new era. Put forward the "three-step" timetable. From the first stage to 2020, rural revitalization has made important progress, and the institutional framework and policy system have basically taken shape. The second stage is that by 2035, rural revitalization has made decisive progress, and agriculture and rural modernization have basically the third stage is that by 2050, the rural areas will be fully revitalized, and the agriculture, rural beauty and peasant wealth will be fully realized.

3.2. Agricultural Development Energy Problems and Cause Analysis
Agricultural and rural areas are a complete natural ecosystem. Respecting the laws of nature, scientifically and rationally using energy for production, on the basis of obtaining stable supply of agricultural products, can better protect and improve the ecological environment. For example, the Qingtian rice-fish symbiosis system in Zhejiang, the rice-fish-duck complex system in Guizhou from Jiangyan Township, and the Yunnan Red River Hani Rice Terraced Field System are all examples of success. Industrial development and ecological protection are inseparable. Without ecological energy, industrial development is a passive source of water. Without industrial development as a support, ecological protection is also difficult to sustain. Compared with the business model of advanced regions, most of the traditional agriculture in Changchun City is mainly based on extensive development, and even the development of "killing chickens and taking eggs" that destroys the ecological environment [3]. For example, the quarry in Jiangjun Village not only seriously damaged the local ecological environment, but also caused a very bad impact on the local plan to develop rural leisure agriculture. In-depth analysis of the root of the problem, one is the lag of planning guidance. The lack of forward-looking development planning has restricted the orderly and benign development of the industry to a certain extent. Rural revitalization is a long-term and arduous strategic task that must be adhered to in planning and carefully planned.
The central government proposed a three-step revitalization of rural areas. From now to 2020, the main target task is the formation of an institutional framework and a reform system. At present, the state and Jilin Province are stepping up the formulation of the rural revitalization strategic plan, strengthening the top-level design, and avoiding detours. In recent years, the Changchun Municipal Party Committee and Municipal Government has stood on the overall and strategic heights and has proposed and formulated a series of action plans. However, we should also clearly see that there are still many problems in the overall planning regarding the development of rural industries. First of all, there are more professional plans and insufficient overall planning. So far, there is no systematic, scientific and comprehensive strategic plan. Secondly, the city and county planning are out of touch, organic integration is not enough, and no organic whole is formed. Once again, the planning is not detailed, the leading role is not strong, and some planning is unified and large, and there is no refinement to townships (tows), village groups, industries, projects, and measures; some plans do not After a rigorous scientific argument, the dynasty changed and the arbitrariness was great. The "three rural" development planning and design lacks systematic, scientific, operability and sustainability, resulting in scattered power, different pace, blind action, difficult implementation and poor results. Second, the lack of strong multi-channel capital investment has left many industries with lack of stamina. "The terracotta warriors have not moved; the grain and grass are first." Funds are very important for the revitalization of rural industries, while many places face difficulties in financing. If some rural industries apply for loans, they will not be able to borrow more than one year; some industrial projects cannot expand their production scale because they cannot borrow money, and some orders are not dare to accept; some farmers even run dozens of financial institutions, Go to a penny. In short, compared with other industries, government departments have a smaller proportion of investment in rural industries, and rural industrial loans have higher thresholds and complicated procedures. Undoubtedly, "difficulties in funding" have become an important obstacle to the revitalization of rural industries. The living water of finance does not flow to rural areas. The financial services from rural areas are risky and costly, and there is no perfect credit system in rural areas. Financial institutions are worried about the loss of trust in farmers' payment [4]. The third is the lack of leading talent. The serious shortage of human resources in the countryside has become a prominent bottleneck restricting rural revitalization. The revitalization of the rural industry will enable the people to prosper. The survey found that in recent years, with the rapid advancement of urbanization in the
country, the number of high-quality laborers and talents in rural areas in Changchun has been decreasing, the age is aging, and the quality is decreasing. The new agricultural management entities are still in the initial stage of development, and rural technical talents There is a general lack of management talents and management talents.

With the large-scale transfer of employment among young and middle-aged laborers in rural areas, the majority of home-grown people are old people, women and children. The overall quality of agricultural workers has declined. It is hoped that the existing agricultural and rural human resources will realize the revitalization of rural industries, power is not at heart. The essence of rural manpower energy "hollowing" is that traditional agriculture has relatively low efficiency and lack of attractiveness. At the same time, the state has long owed too much money in rural infrastructure construction and public product services, and insufficient investment in rural human energy development. It has intensified the increasingly scarce rural human energy and has become a prominent bottleneck restricting the revitalization of rural industries.

4. Analysis on the Target and Strategy of Diversified Supply of Agricultural Industry Energy
The reform of the diversified supply of energy in the agricultural industry should be carried out on the basis of the supply capacity of existing agricultural products in various places. Therefore, it is necessary to have a basic understanding of the reform capabilities of various regions. The ability to reform is a very comprehensive concept, which cannot be measured by a single indicator. This paper attempts to construct an indicator system to comprehensively evaluate the energy supply capacity of agricultural industry. According to the above theoretical analysis, we believe that the diversified supply capacity of agricultural industry energy in various regions is the embodiment of the allocation of agricultural factors, and the core element related to agricultural production is the "six elements" under the "three systems", namely, the main body, Products, funds, information, technology and systems, the "six capabilities" corresponding to these six elements, namely, "supply body formation ability", "high-quality product production capacity", "financial communication capacity", "agricultural information application capability", "technology research and development capabilities" and "institutional support capabilities." As shown in the following figure, it is the overall goal and plan for the reform of energy diversification strategy in the agricultural industry [5].

![Fig. 2 Energy diversification goals and strategies](image)
4.1. Establish a conservation-oriented agricultural industrial structure

From the long-term and macro perspectives, industrial restructuring is the biggest energy saving. In addition to building a conservation-oriented society, it is an inevitable choice to establish a conservation-oriented agricultural industrial structure and take a new road to agricultural industrialization.

Firstly, from the stage and trend of agricultural economic development in Changchun City, it is currently unable to cross the stage of agricultural development with large energy consumption. Therefore, in combination with China’s energy constraints and other conditions, it should be abandoned that the leading areas are expensive and polluting at this stage. The development of the old path, take the road of new agriculturalization. To this end, we must establish a new industrial structure adjustment concept, use information technology to drive agriculture, and insist on upgrading and upgrading the traditional agricultural industry with high-tech and advanced applicable technologies. In this process, we should pay attention to the information construction of agricultural enterprises, expand the industrial chain, technology chain and market chain of enterprises through Informationization, and improve energy efficiency and output efficiency.

Secondly, technological progress must be carried out throughout the adjustment of agricultural industrial structure, relying on technological progress to promote industrial structure upgrading, improve energy efficiency, and adjust and optimize energy consumption structure. Technological advances can affect energy consumption in two ways. The first is to reduce energy consumption by developing energy-saving products and promoting the application of energy-saving technologies; the second is to develop alternative resources and energy to reduce the pressure on existing energy sources. Therefore, in the adjustment of agricultural industrial structure, we must take technological innovation as the fundamental, accelerate technological upgrading, minimize outdated process technology and equipment, use advanced technology and equipment as much as possible, increase the contribution rate of science and technology, and reduce energy consumption density [6].

Thirdly, the adjustment of industrial structure must give more play to the role of market regulation, based on market demand, avoiding low-level simple and redundant construction, especially the use of price leverage, promoting efficient and efficient use of energy, and changing artificially low energy prices. Cause serious waste and inefficiency. In addition, the adjustment of industrial structure is not one-sided pursuit of output value, quantity, scale, speed, but not cost, consumption, pollution and other defects, must pay more attention to quality, variety, efficiency, better energy conservation and environmental protection.

4.2. The "flow constraint" of the agricultural industry to ease the energy supply

A variety of supporting measures have been taken to alleviate the current "flow constraints" of energy supply, improve the level of energy demand protection brought about by the adjustment of agricultural industrial structure, and promote the coordinated development of the two.

Firstly, adjust the energy consumption structure, develop new energy sources, find alternative energy sources, develop renewable energy and clean energy, and diversify, diversify and clean energy supply. Due to the large increase in oil consumption in recent years, oil prices have continued to rise, and the increase in oil consumption does not directly lead to rapid economic growth. To this end, rural areas can develop new energy sources, such as solar energy, biogas energy, heat energy, wind energy, etc., to achieve energy-saving and environmentally friendly new agricultural industry development goals.
Secondly, economic means are used to limit the export of high-energy, high-pollution agricultural products and processed agricultural products, rationally adjust the industrial structure, and reduce unreasonable energy consumption. In the long run, China's economic development has surpassed the stage of selling energy for foreign exchange. It should minimize the export of agricultural and sideline products with serious pollution, serious energy consumption and low added value, and eliminate export incentives including export tax rebates. At the same time, we should consider increasing the export tax to limit the export of high-energy, high-pollution products and soothe the "flow constraint" of energy.

5. Conclusion
At present, all parts of Changchun are seriously studying and planning. The development of agriculture and rural areas is improving, the strategy of rural revitalization is inspiring, the masses are full of confidence in future development, and grassroots cadres feel pressure. This is a real situation in rural areas. However, Changchun City stated that it will face difficulties and advance, and in accordance with the national and provincial "three rural" work, to deepen the structural reform of the agricultural supply side, adjust the structure, transfer methods, project, brand, and reform. Promote income growth, promote modern agricultural construction with reform as the driving force, and strive to embark on a new agricultural development path of energy and resource conservation.

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