Research on the Path of Transformation and Development of Agricultural Economy under the New Normal

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Abstract. Since the reform and opening up, China's social economy has achieved rapid development, the economic level has been significantly improved, but also, because in the process of development too much emphasis on the speed of development, ignoring the quality of improvement, so there are a lot of uncertainty in the economic development, seriously affect the economic development. For example, the supply of resources is becoming increasingly tight, the market is becoming more and more binding, and the gap between the rich and the poor is becoming larger and larger, all of which have a certain impact on China's economic development. The rural area occupies the proportion very big in our country, our country is the biggest agriculture country, the rural area economy has the important function to our country economy. As a result of the above factors, rural economic development is faced with severe challenges; we must strengthen the attention to rural infrastructure construction, in order to promote economic development.

Keywords: Rural Economy, Development Thinking

1. Introduction
The new normal of economy brings many challenges to the development of rural economy, which requires the sustainable development of agricultural economy, the development of modern agriculture and the improvement of the utilization rate of land resources. At present, rural development is faced with many problems such as land, labor force, science and technology and ecology. To realize the healthy and sustainable development of China's agriculture, it is necessary to take the road of green agriculture. Whether from the new normal level, or from the current rural economic development reality level, to promote the transformation of agricultural economy is an inevitable trend. So, what is the current situation of agricultural economic development in China? What is the specific requirement of agricultural economy transition? How to realize agricultural economy transition?

2. Consolidates the Foundation of Agriculture and Promotes the Development of Modern Agriculture

2.1. Adjust and optimize the agricultural industrial structure
We will steadily carry out supply-side structural reform in agriculture in accordance with the
requirements of ensuring proper use of grain and vegetables, supporting fruits and supporting flowers, and enabling farmers to graze and enrich fishing. We will implement the requirements of storing grain in land and technology, continue to reduce the acreage of low-efficiency corn and increase the acreage of high-efficiency cash crops, so as to ensure a stable annual grain yield. We will carry out a new round of "vegetable basket" projects and keep the planted area and output of vegetables stable. We will accelerate the development of large cherries and other featured and efficient fruits, and support the development of the monkey and peach industry. We will encourage the development of the flower industry with distinctive features and work hard to raise the productivity of the flower industry. We will build a large-scale, standardized, ecological, and information-based modern animal husbandry industry, and establish a supply base for high-quality featured animal products. We will promote the green development of the fishery industry, build a "blue granary", and build a demonstration area for river, lake and sea pastures.

2.2. Strengthening agricultural infrastructure
We will effectively implement the responsibility for protecting cultivated land and permanent basic farmland, complete the task of designating functional zones for grain production and protection zones for the production of important agricultural products, and develop farmland of high standards. Further strengthen the construction of fishing port supervision network and upgrade the level of modern supervision of fishing port. We will build a modern meteorological service system for agriculture, and promote the construction of special agricultural meteorological service centers for big cherries, apples and nectarines.

2.3. Vigorously promoting innovation in agricultural science and technology
We will strengthen the popularization and application of agricultural technology, and support seed and seedling enterprises in carrying out scientific and technological innovation. We will strengthen the construction of national agricultural science and technology parks and build demonstration zones for agricultural new and high technology industries. We will promote the return of subsidies for the purchase of agricultural machinery to specialized agricultural machinery cooperatives, favor the purchase of high-horsepower, high-tech machinery and tools, promote the transformation and upgrading of agricultural machinery and equipment, and increase the number of large and medium-sized agricultural machinery.

2.4. Implement the strategy of going global
Economists Liu Yanhai, lang, Mr. Wu, he points out: to support the competitive force of agricultural enterprises go out development, strengthen the promotion of agricultural products of geographical indication, deepening and "neighbourhood" all the way along the route of countries and regions agricultural trade relations, high quality special agricultural products promotion activities, the stable growth of exports of agricultural products

3. Specific Requirements and Development Models of Agricultural Eco-economic Transformation under the New Normal
Under the new normal, the transformation of agricultural ecological economy requires that the concept of ecological development should be firmly established in the process of agricultural economic development, the awareness of ecological protection should be strengthened, and the sustainable development of rural economy should be ensured. [1] The transformation development of agricultural ecological economy should adhere to the diversified development model, build a complete ecological development chain, and realize the circular development of rural economy.

3.1. Specific requirements for agricultural eco-economic transformation under the new normal
Improve ecological awareness. From the perspective of the urgency of the transformation of agricultural eco-economy from the new normal, governments at all levels should strengthen the
publicity and education of rural areas, popularize environmental protection knowledge in rural areas through effective ways, and further enhance the environmental protection awareness of farmers in the process of agricultural production. In the process of publicity, emerging media such as the Internet should be widely used to further enhance the scope of publicity of environmental protection knowledge through rich publicity methods, so as to mobilize the masses of farmers to participate in the transformation process of agricultural ecological economy in the new normal. To give full play to the supervision of the masses, roles, especially for the agricultural industry development in the process of all kinds of environmental problems, should actively inform on the government to open communication channels, the broad masses of peasants and the government to inform on environmental matters must actively implement, for the environmental protection problem must be found to investigate and punish, together build a good external environment for agricultural ecological economic transformation.

**3.2. Transformation and development model of agricultural ecological economy under the new normal**

At present, there are still many problems in China's agricultural development. Although China has a vast land area, the plain area is relatively small. In addition, China has a large population, and the land area per capita is not rich. Therefore, under the economic new normal, it is necessary for us to reform the agricultural development mode, change to the agricultural economic ecological mode, build a diversified agricultural ecological economic development mode, and further promote China's economic and social development. At present, China's agricultural production is quite different in climate, water resources, land resources and other aspects. Therefore, in the process of promoting the transformation of agricultural ecological economy, measures should be taken according to local conditions and scientific and reasonable transformation mode of agricultural ecological economy should be formulated according to local actual conditions. For example, land desertification and soil erosion are relatively serious in the northern region. In the process of developing agricultural ecological economy, models such as returning farmland to grass and afforestation should be selected to rotate the existing land and implement straw returning to the field to further improve the land quality. In a more practical way, to promote the region's agricultural eco-economic transformation. From overall level, countries should support the development of new type of agricultural management main body, change the traditional mode of production of small agriculture economy, although in the short term realize scale management difficulty is relatively large, but can adopt a more flexible mode of operation, agricultural ecological economy as the guidance, to implement a more diversified mode of operation and the mode of production, we will further improve the ecological industry chain the region economy, effectively promoting the development of agricultural ecological economic innovation.
Under the background of the new normal of China's economy, various regions have also made practical exploration on the transformation and development of ecological economy, and summarized several representative models of ecological agriculture development, which provide a realistic path for the transformation and development of China's agricultural ecological economy. For example, the combination of planting and breeding, the combination of forest, grass and animal husbandry, and the solar greenhouse model have become important paths for the transformation of agricultural ecological economy in some areas. Under the concept of sustainable development, the combined planting and breeding mode means that in some areas, from the perspective of soil potential and soil quality, rotation tillage and rotation can give the soil a certain recovery period, further improve soil fertility through effective means, and better serve agricultural production. The mode of combining forestry, grass and animal husbandry is mainly suitable for northern animal husbandry regions. These regions can take advantage of their own grassland advantages to effectively integrate forestry and animal husbandry in the development of animal husbandry, further give play to their respective industrial advantages, and promote the transformation and development of agricultural ecological economy through effective integration between industries. Based on modern information technology, the sunlight greenhouse model can better meet the market demand by establishing greenhouses to plant vegetables and fruits that are out of season, and at the same time increase the economic benefits of land and realize the transformation of agricultural ecological economy.

4. The Agricultural Economy Sustainable Development Countermeasure

4.1. Adjust the agricultural structure and promote the integrated development of rural industries

Traditional agriculture is only for cultivation and production, without the integration of market demand, resulting in agricultural development and actual demand. Therefore, relevant departments need to adjust and optimize the traditional agricultural structure, carry out agricultural production based on market demand, increase the utilization rate of resources, and improve agricultural economic benefits. First of all, according to the advantage of regional characteristics and market supply and demand, make perfect production and processing industrial chain, such as food, agricultural and sideline products, forestry and forest products project, improve the quality of agricultural products, the appearance image, and brand effect, expand agricultural value-added efficiency of empty asked, promoting the development of agricultural economy. Second, we should actively develop rural tourism. Rural tourism is an important measure and means to effectively integrate agriculture, with nature and environment. On the other hand, promoting regional economic benefits through the development of tourism can promote the improvement of agricultural production efficiency and achieve the sustainable development goal of agricultural economy. According to incomplete statistics, China's existing rural music has reached 2 million, more than 1.2 billion tourists receive every year, bringing about 33 million economic benefits, effectively solve the problem of farmers' employment, to achieve the income increase target. Finally, we will promote the development of agriculture, agriculture, agriculture, agriculture and agriculture. China has broad prospects and empty space in the development of agricultural services, especially in seed breeding and agricultural machinery services.

4.2. Increase investment in science and technology and accelerate the development of industrialization

Science and technology is the primary productive force, in order to realize the sustainable development of agricultural economy, we must increase the input of science and technology, and increase the utilization rate of agricultural resources through the modernization of technical means and the utilization of results, so as to realize the coordinated development of agriculture, society and nature. At the same time, in the process of agricultural planting, do arrange specially-assigned persons to carry out technical guidance to farmers, so that farmers can timely understand and master the use of modern technology norms and requirements, comprehensive implementation of the goal of modern agriculture construction, so as to improve the production efficiency and quality of crops, to meet the requirements of industrial development.
In addition, the construction of ecological environment must be taken into account in the process of development. Only promoting the development of agricultural economy on the basis of protecting the ecological environment can help to strengthen the sustainability of its development. In the process of ecological environment construction, farmers also need to combine the specific situation of the region, rational use of resources, so as to improve the quality of environmental construction. At present, the importance of ecological environment construction is ignored in the process of agricultural economic development in many regions of China. The development of agricultural economy is based on ecological destruction, which hinders the sustainable development of agriculture in China. Therefore, relevant departments and personnel must do a good job in the coordination of the two issues, on the basis of ensuring the level of agricultural economic development, reduce the damage to the ecological environment, but also need to deepen people's awareness of environmental protection, let them do a good job in garbage classification and treatment, reduce the generation of pollution, improve the quality of the environment. In addition, various areas need to build coordinated, environmental protection countermeasures, environmental awareness for extensive publicity, to popularize environmental health knowledge to the residents. In this way, a good ecological environment can be constructed effectively to relieve the pressure on the ecological environment and promote the sustainable development of agricultural economy.

4.3. Expand production scale and improve economic benefits

Relevant departments need to optimize and adjust the original agricultural production mode, establish a perfect production structure system, so as to promote the orderly development of agricultural production, operation and management, and ensure that the supply of crops is in line with the market demand. Relevant enterprises and institutions should also strengthen communication and formulate reasonable solutions to the problem of low agricultural productivity, so as to improve farmers' income level and promote the realization of the goal of sustainable development of agricultural economy. In addition, we can also speed up the development of our agricultural economy by means of some encouraging policies.

4.4. Improve the efficiency of information construction and optimize the education level of farmers

Today, the information technology rapid development, in the process of the agricultural industry development, also need to strengthen the office of information technology, use, create a perfect information system platform, updating of agricultural information in a timely manner and transmission, to ensure that farmers can understand the latest agricultural information in time, so as to realize the adjustment of agricultural structure, improve the efficiency and quality of crops. At the same time, we should also pay attention to the cultivation of information talents, to provide assistance for the construction of information. On the basis of social needs, training courses are set up for farmers to improve their own cultural level and information technology ability, change the restriction of traditional inherent ideas, strengthen the standard and standardization of the use of information technology, and finally promote the continuous development of agricultural economy.

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