Analysis of the Sustainable Development Path of Agricultural Economy in Gansu and Its Restrictive Factors

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Abstract. This paper analyzes the sustainable development path and restrictive factors of agricultural economy in Gansu Province, adopts literature reference method, example analysis method, and mathematical model and so on, and combines the actual situation of Gansu characteristic agriculture development at present. This paper analyzes the factors restricting the sustainable development of agricultural economy in Gansu Province. Based on the angle of development and the local conditions, it puts forward the path to promote the sustainable development of agricultural economy in Gansu Province, and points out the direction for the sustainable development of agriculture in Gansu Province. This is of great practical significance to the development of agriculture and the construction of harmonious society.

1. Introduction
At present, with the development of agricultural technology, agricultural development from traditional to modern agriculture. Although the direction of the development of modern agriculture to meet the needs of people's lives, but now that the population resources and economic development is not balanced, the food crisis and poverty issues highlighted. As a large province in the western region of our country agriculture in Gansu Province, agricultural development for a long time, which has been affected by external factors. It leads to the development of agriculture, the effect is not very ideal [1]. In order to improve the local agricultural production efficiency, to meet the people’s demand for agricultural products, people began to seek a new pattern of population, resources, environment and economic sustainable development of agriculture. Therefore, to find out the obstacle factors that restrict the sustainable development of agriculture in Gansu Province and the exploration of the path of sustainable development of agriculture are the problems that need to be solved urgently at present.

2. Restricting factors of Sustainable Development of Agricultural economy in Gansu Province
In recent years, with the rapid development of economy, the scale and intensity of resource development has been increasing, and the problems of over-exploitation and waste of resources have become increasingly prominent, which has greatly restricted the sustainable development of agricultural resources in Gansu Province. The main factors are the unbalanced setup and development of agricultural industrial structure, low awareness of brand building of agricultural products, lack of excellent agricultural personnel and low conversion rate and efficiency of agricultural technology achievements. The specific contents are as follows:
2.1. Imbalance between the Setup and Development of Agricultural Industrial Structure

According to the statistics of Gansu Agricultural Information Network, the current agricultural industrial structure in Gansu Province is not reasonable, and figure 1 is the concrete content. From the figure, we can see that the main body of local agricultural production is the planting industry. It accounts for 70% of the total agricultural output value, while animal husbandry does not form a relatively independent industrial sector, accounting for about 20% of the total agricultural output value, contributing less to farmers’ income and subordinate to sideline; forestry accounts for between 2.48% and 3.86% of the total agricultural output value. Fishery accounts for about 0.3% of the total output value of agriculture, both of which are in a subsidiary position. Compared with the output value of agriculture, animal husbandry, forestry and fishery at the national level, the current structure of agriculture, animal husbandry, forestry and fishery in Gansu is not balanced, so it is necessary. The industrial structure has been further improved and adjusted [2]. In addition, the development of rural industries is not balanced. Although the proportion of the primary industry in the national economy has decreased with the adjustment of the industrial structure of our country, the industrial proportion of the first, second and third industries in Gansu Province is relatively large. The contribution rate of the secondary industry is large, but it has an impact on the agricultural environment, followed by the tertiary industry, but the benefit of the primary industry is low. And in the whole industrial structure development is in a weak position. This is because Gansu Province is affected and restricted by natural conditions; the primary industry agricultural development field is limited. According to the development advantage of the region, the development of characteristic agriculture is carried out. The development advantage of the secondary industry is outstanding, especially as the satellite launch research base of our country; the regional advantage is more prominent, while the tertiary industry is affected by the environment and population, etc. The level of development is limited.

![Figure 1. Distribution map Gansu agriculture industrial structure](image)

2.2. Low recognition of Brand Construction of Agricultural products

At present, the development of the agricultural economy in Gansu depends on the local resource advantages and develops a variety of special agricultural products, such as the lily industry in Lanzhou and the potato industry in Dingxi City. It is an important way for farmers to increase their income. However, because local enterprises have a low understanding of agricultural products brands, they do not invest enough in the advantage resources of characteristic agricultural products. It lacks of domestic and international famous characteristic agricultural products brand. Most enterprises still stay in the primary stage of agricultural products processing, do not process products into high value-added finished products, rely on product processing export state. It reduces the market competitiveness of the
characteristic agricultural products, and cannot make the characteristic agricultural products give play to their own economy. For example, according to the investigation of Lanzhou Municipal Bureau of Agriculture, there are more than 120 processing and sales enterprises in the development of local lily industry, but few and less than 40% attach importance to brand building. The failure to understand its brand benefit and value leads to the repeated prohibition of fake and inferior products, which seriously damages the reputation of the local Lanzhou lily and restricts the construction and rapid development of the local agricultural industry.

2.3. Lack of Good Agricultural Personnel
According to a survey on the cultural quality of rural people by the Gansu Provincial Labor Bureau, the results show that the quality of rural agricultural workers is low at present, with 2.3 million illiterate people, accounting for 18.60. According to the classification of education levels, the current primary schools and junior high schools. The proportion of senior middle school and junior college education is very uneven. Figure 2 is the specific content. It can be seen that the number of junior middle school students is relatively high, reaching 35.44, with four million three hundred and sixty-one thousand and six hundred people, followed by those with primary school education. This is due to the fact that Gansu is a remote area in the west. Although the state has invested some resources in education, the local urban and rural areas The distribution of educational resources is uneven, especially in rural areas, where teaching facilities are relatively backward, and the corresponding supporting facilities and development resources are lacking. In addition, due to the influence of the local farmers' ideas, the development of agriculture is not given enough attention. The poor quality of rural agricultural workers in Gansu Province has greatly affected farmers’ ability to accept and judge new agriculture and technologies. And some of their members have been able to learn about relevant agricultural technologies in a timely manner. But it is difficult to make good use of these technologies, let alone put them into actual production, which greatly restricts farmers' income and hinders local agricultural efficiency.

Figure 2. The Distribution of Cultural Degree of Rural Agricultural Workers in Gansu Province

2.4. Low conversion rate and benefit of Agricultural Technical achievements
Agriculture plays an important role in the development of national economy. As a foundational industry, agriculture is vulnerable to the influence of natural climate and environment [3]. It mainly shows in four aspects: first, the precipitation in this area is less and the distribution is uneven. According to the statistics of the local water conservancy bureau, The average precipitation of the
whole province is 300-400mm, of which 2/3 areas in the province are below 300mm, and the annual concentrated precipitation is between July and September, while in the period of plant water demand, the precipitation is less, and the specific precipitation is as shown in Table 1. Local water resources are seriously inadequate. The per capita water resources in the province are 1302m3, accounting for two percent of the national average. First, most of the water resources are concentrated in a few areas, and all kinds of resources cannot be effectively allocated. Third, natural disasters are frequent. More than 20 sandstorms occurred between 1995 and 2015, causing serious damage to agriculture in Gansu. Desertification continues to expand. This has caused severe losses to the agricultural economy and increased uncertainty in agricultural production. In addition, agricultural economic benefits are lower than those in other industries. The market competitiveness is relatively weak. Because of the hindrance to the extension and input of science and technology in agriculture, the corresponding benefit of agricultural production can not be significantly improved, resulting in the agricultural scientific research results cannot be transformed into reality. From 2006 to 2016, the per capita income of agriculture increased, but the level of per capita income was unstable, which greatly restricted the development of local agriculture.

| Table 1. Status of water resources in Gansu |
|-------------------------------------------|
| area          | total precipitation 10^3m³ | Precipitation depth mm | water resource 10^6m³ | Per capita water resources m³/person | Ploughing water resources m³/hm² |
|---------------|-----------------------------|------------------------|-----------------------|------------------------------------|---------------------------------|
| China         | 6.19                        | 648                    | 281.2                 | 2344                               | 29370                           |
| Gansu         | 0.137                       | 302                    | 3.06                  | 1302                               | 8685                            |

Note: It is from Gansu Provincial Water Conservancy Bureau

3. Sustainable Development path of Gansu Agricultural economy

Survival is the basis of development. In order to realize the sustainable development of agricultural economy in Gansu Province, we need to rely on the strong agricultural economic base as the backing, coordinate the economic development structure, and realize the stable growth of agriculture. For the sustainable development of agricultural economy in Gansu Province, its path is to optimize the regional distribution of agriculture and to create well-known brands in agricultural characteristic industries. To promote the development of rural human resources and accelerate the transformation and application of agricultural scientific and technological achievements, the specific contents are as follows:

3.1. Optimizing the Regional Distribution of Agriculture

According to the regional development of agriculture in Gansu, we should vigorously develop characteristic agriculture and optimize the regional planting structure of agricultural products. In the process of adjusting the agricultural production structure, we should base on the regional comparative advantage. Fully considering the existing production conditions and structure of crops in various places, Gansu agriculture is divided into five major regions [4]. As a traditional grain producing area, Hexi region should focus on developing grain production and corn starch under local natural conditions. Vegetables, etc.; the central region consists of three regions, namely Lanzhou, Baiyin and Dingxi, with better geographical conditions, with emphasis on the development of lily, potato starch, flowers, etc. The Longdong region is a loess hilly landform, Under the situation of self-sufficiency of grain, we can focus on the development of apples, flue-cured tobacco, beef cattle, etc. The Longnan region is affected by geographical factors, and the production of grain crops is restricted. It can focus on the development of olive oil, medicinal materials and other characteristic products. And the development of Gannan and Linxia regions. According to their own advantages, agriculture and animal husbandry can be combined to expand the size of the existing market.
3.2. Establishing Famous Brand of Agricultural Characteristic Industry

With regard to the development of agricultural characteristic industries, we should strengthen the development of characteristic agriculture on the basis of the original agricultural production, enhance the market competitiveness of characteristic agricultural products, establish regional brand awareness, and increase the added value of agricultural products. In the process of building famous brands, we should build up the quality control system of agricultural products brand based on the brand industry of advanced enterprises and leading enterprises. Main products processing, brand quality certification, packaging and storage and transportation links, to ensure the quality of green brands of agricultural products, in order to improve regional competitiveness. In addition, it should be increased. The degree and intensity of the development of characteristic resources, the extension of the industrial value chain, and the conversion of the existing management mode of characteristic agricultural products into deep processing methods. For example, the agricultural products of Longnan, such as oranges, walnuts, grapes and jujube in Hexi, are further developed. Let these characteristic agriculture become the main development channel that local farmer and finance increase income.

3.3. Promotion of the Development of Rural Human Resources

First of all, we should change the traditional ideas of rural agricultural practitioners, strengthen the awareness of brand building of agricultural products in related enterprises, take the cultivation of new farmers as the goal, and promote the development of agricultural products with local characteristics. Strengthen propaganda and education for farmers [5]. The government can devote relevant educational resources to develop rural vocational education, strengthen the training of farmers’ knowledge, and change the old agricultural concepts of the majority of farmers. At the same time, we should improve our own agricultural cultural quality, guide enterprises to take the road of brand development. Finally, we should speed up the construction of rural human resources development system, flow system, etc. The policy system. Through improving the rural human resources development environment, vigorously supporting the development of farmers' professional cooperative organizations, and actively promoting the construction of model cooperative cooperative societies for farmers, the development of human resources can be adapted to the rural industrial structure. And with the new rural development requirements to coordinate.

3.4. Speeding up the Transformation and Application of Agricultural Scientific and Technological Achievements

In order to promote the sustainable development of agricultural economy in Gansu, we must rely on the development of agricultural science and technology. For the transformation and application of agricultural scientific and technological achievements, based on the progress of science and technology and the quality of workers, we must first deepen the reform of agricultural scientific research physique. Optimizing the structure of scientific research system and diverting talents [6]. Secondly, according to the needs of agricultural development, regional governments should strengthen their investment in agricultural scientific research and carry out scientific research and development in agriculture. Finally, by encouraging agricultural researchers to go deep into the grass roots. It cultivates scientific and technological talents who serve agricultural production, provide the agricultural science and technology foundation for the development of agriculture, rural areas and farmers, and promote the integration of human resources at the same time. In order to promote the transformation of agricultural scientific research achievements and finally improve the efficiency of agricultural output, the sustainable development of agricultural production can be achieved.

4. Conclusion

To sum up, this paper analyzes the sustainable development path and restrictive factors of agricultural economy in Gansu Province, and understands the restricting factors of sustainable development of agricultural economy in Gansu Province, besides the influence of natural conditions. It also involves the impact of the development of local agricultural enterprises. Since entering the new period, for the
sustainable development of Gansu's agricultural economy, it can optimize the regional distribution of agriculture and create well-known brands in agricultural characteristic industries. Promoting the development of rural human resources and speeding up the path of transformation and application of agricultural scientific and technological achievements indicates the direction for the sustainable development of agriculture in Gansu, which has important practical significance for the development of agriculture and the construction of a harmonious society in our country.

Acknowledgements
The Social Science Planning Project of Lanzhou City: the predicament and the way out of the sustained increase of Farmers' Income in Lanzhou-A study on the rational cultivation of the leading Enterprises of Lanzhou Lily Industry (14-052F). completed; Lanzhou Science and Technology Bureau Project: cultivating Lanzhou Lilium leading Enterprise--Promoting the rational Development of Lilium Industrial structure, 2014-1-79A, completed.

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