Probing into Advancing the Process of Farmers' Organization in the New Era

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Abstract. Promoting farmers' organization is one of the efficient ways to promote the organic connection between small-scale farmers and modern agriculture. The main body of new-type agricultural management is the main carrier to improve the degree of farmers' organization. This article starts with the analysis of the development status of the new type of agricultural management subject, and makes a horizontal comparison to analyze the progress of peasants' organization. Finally, it puts forward some countermeasures and suggestions to promote the process of peasants' organization.

Introduction

In the 40 years of reform and opening up, while China's economic and social development has made great achievements, the principal contradiction between urban and rural development is still uneven and the rural development is inadequate. In rural areas, small-scale farmers, which account for a large proportion of agricultural producers and operators, have become increasingly unsuited to the high-quality development of modern agriculture due to backward production and management concepts, low production capacity and backward production equipment, and so on. It is difficult to share the great achievements of reform and opening up because of the low market participation and the difficulty of increasing income. Entering a new era of socialism with Chinese characteristics, solving the production and management problems of small farmers is directly related to the implementation of the strategy of rural revitalization in our country, and also affects the establishment of a well-off society of all-round and high quality. In this context, the 19th CPC National Congress put forward, realize the small-scale farmers and modern agricultural development organic link”. How to realize this task is to solve the problem of farmers' organization, that is, to organize small farmers, to promote the transformation from traditional small farmers to modern small farmers, and to realize the integration of small farmers into modern agricultural industry system through continuous transformation and promotion. Production system, management system. The problem of farmer organization has a long history, and its core and key is to probe into the carrier of farmer organization. From the theoretical research, it can be seen that the function of the main body of the new type of agricultural management coincides with the purpose and importance of the farmer organization, and at the same time, The development practice of new-type agricultural management main body also proved that it has played a great role in promoting farmers' organization. Therefore, it is of great significance and value to study the development of new-type agricultural management subjects and further promote the organization of small-scale farmers.

The Connotation Definition and Present Situation of Farmers' Organization in China

Definition of the Connotation of Farmers' Organization

On the connotation of peasant organization, there are many definitions, this paper is mainly from the perspective of small farmers to carry out research, farmers organization is defined as: small
farmers on the basis of household contract responsibility system, in order to improve their own economic benefits, Actions and processes that enhance resilience to market risk and form or join an economic organization in a voluntary, voluntary and spontaneous manner.

The Present Situation of Farmers' Organization in China

The organization of farmers in China first appeared in the mid-1980s, which started mainly from the expansion of the production scale by small-scale farmers, followed by the formation of various forms of economic organizations spontaneously by farmers, and then the exploration of the development of agricultural and industrial co-operative companies. The development of farmers' organization has generally gone through these three stages, showing the trend that the number of small farmers is more and more, and the ability of small farmers is stronger and stronger. From the mid-1980s to the present, the farmer organization has already had the initial effect, has formed the farmer organization system with the agriculture specialized cooperative, the leading enterprise as the main driving force, the professional large household, the family farm as the auxiliary. Through the development of farmers' organization, small farmers have received a lot of support in the production, management and sale of agricultural products, and the process of realizing the smooth realization of agricultural products has been safeguarded by the fact that the small farmers are no longer self-made and no longer self-destructed, and the process of smooth realization of agricultural products is ensured.

The development of the farmers' organization still has many problems. There are a large number of small farmers in our country, and there is still a trend of decentralization. According to the statistics of the Ministry of Agriculture, as of the end of 2016, the total land management scale of our country is under 50 mu, which is about 260 million households, accounting for about 97% of the total number of the farmers, accounting for about 82% of the total land area of the whole country, and the area of each household is about 5 mu[1]. At the same time, small farmers are faced with the dual risks from both nature and the market. In the fierce market competition, the small farmers have difficulty in responding to the complex market changes in a timely and effective way. Small farmers are also difficult to integrate into modern agricultural production system, industry system and management system because of the shortage of money, shortage of people, shortage of technology, and lack of land. Therefore, it is urgent to develop a new type of management subject, to continuously improve the organization level of the farmers, to enhance the development ability and the sense of feeling, security and well-being of the small farmers in the process of the rural modernization of agriculture.

Comparison and Analysis of Four New Agricultural Management Subjects Driving Farmer Organization

The main body of the new type of agricultural management is the innovation and development of the traditional agricultural management mode, which mainly refers to the professional peasants with culture, knowledge of technology, good management and large production scale. Higher degree of intensive and strong market competitiveness of agricultural production and management organizations. The main body of the new type of agricultural management includes not only the production and management organization of the agricultural production link, but also the management organization which provides various services in the agricultural production link[2]. This paper mainly discusses the production and management organization of the agricultural production link, including the family farm. Professional large households, leading enterprises in agricultural industrialization, farmers professional cooperatives. These four main bodies are also the important carriers to promote the peasants' organization in our country at present. This paper attempts to analyze the degree of farmers' organization and the existing problems in the horizontal comparative analysis of the four new types of agricultural management subjects.
Analysis on the Development and Driving Function of Family Farm

The concept of "family farm" was first introduced in central document 1 in 2013. Family farm is a new type of agricultural management organization, which takes family members as the main labor force and profit maximization as the ultimate goal. It is engaged in the production and operation of moderate scale, intensive and commercialized agriculture, and takes agricultural income as the main source of household income.

Compared with the other three types of new agricultural operators, family farm has its own unique advantages, but also its biggest advantage. From the point of view of the labor force, the members of the family farm are closely related. According to statistics, the average farm labor force of each family is about 5, among which 3/4 are family members and 1/2 are perennially employed, which are mainly family members and use employees as supplementary management methods. In this way, the labor force of family farms is not only economic interests, but also a series of super-economic relationships such as blood, affection, marriage, culture and so on. In this case, it is more likely to produce altruistic behaviors within family farms, such as shared family goals, mutual incentives, strong identities, and so on. In addition, the natural inheritance between parents and children in the family also makes it more likely that family farms can operate in a long-term and stable manner. This greatest advantage also brings other advantages, such as reducing the cost of employment and management, supervision, and various forms of labor incentives. However, from the perspective of driving farmers to organize, this advantage prevents the family farm from improving the degree of farmers' organization. Compared with the other three new agricultural operators, the number of small farmers that can be organized and driven by family farms is the least and the contribution to farmers' organization is the lowest.

At the same time, there are many problems in the development of family farms. First of all, from the macro point of view, the distribution of industry and business quantity is uneven. In terms of industry distribution, household farms accounted for the largest proportion of farming in 2017, reaching 61.5%. However, livestock, farming and fisheries account for less than 40% of the total. It can be seen that the family farm management industry is relatively single, not conducive to its development and growth, to resist market risks. According to the distribution of the number of family farms, in 2017, only one province with more than 50000 family farms, Anhui Province, and seven provinces, including Jiangsu, Sichuan, Hubei, Hunan and other provinces, have 300 000 / 50,000; There are 7 provinces (districts, municipalities) with 10,000 and 10,000 families respectively, and 8 provinces (districts, municipalities) with less than 5000 family farms. The top six provinces, which have the largest number of family farms in the country, account for 50.5% of the country's household farms, with Shandong province being the only one in the north. Obviously, there are more family farms in the south than in the north. In addition, from the microcosmic point of view, family farm net profit is small. According to the statistics of the Ministry of Agriculture in 2017, the annual total value of agricultural products sold by various types of family farms is 176.55 billion yuan, with an average of 322000 yuan per family farm[3]. In the same year, the total value of purchasing agricultural production inputs by family farms reached 77.68 billion yuan. The average family farm is 142000 yuan. In this way, the average profit of each household farm is 180000 yuan. However, considering the expenditure on land rent, depreciation of fixed assets and the hiring of employees, the annual net profit of household farms in China is less than 180000 yuan. Still at a relatively low level of income. Second, family farm farmers and labourers generally have low cultural qualities, similar to large professional households. Most of them are elderly and women with low education and poor ability to learn new skills, which severely restricts the development of family farms.

Analysis on the Development and Driving Function of Major Large Households

The state has made clear provisions on the standards of major professional households: engaged in grain crop cultivation, land management area of more than 50 mu; engaged in cash crop planting and aquaculture, should meet the local agricultural sector above the county level of the scale standard. The development of major professional households up to now there are other subjects do
not have advantages. First, optimize the allocation of land resources. The management of the major professional households should be centered on efficiency. Using modern machines for large-scale production, the prerequisite is to have a certain amount of land area. In this process, large professional households invisibly absorbed the idle land of some small farmers through the way of land transfer, and as a result, small farmers also received a transfer cost. In addition, Professional large households often need to employ non-family members of the labor force to engage in agricultural production, this advantage just provides favorable conditions for farmers to organize. Compared with the family farm, the number of employed workers in the professional large households is not defined, and its driving effect on the farmers' systematization has been enhanced. Second, more professional. In the aspect of production and management, the specialty of the major household is higher than that of the family farm, which is manifested in a certain product, a certain production link and a certain field of industry. Its management is also more professional norms.

Professional large households also have their own disadvantages: first, the cost of agricultural production is too high. Large professional households have to employ a large number of farmers in order to achieve large-scale production, which increases their production and management costs. And this also indirectly affected the price of agricultural products. The cost of the major households increases and the risks increase accordingly, which challenges the sustainable development of the major households. Secondly, the quality of labor force is low. In the process of urbanization, a large number of young rural labor force mostly go out to work. Professional large households have to pay a higher price if they want to hire a high-quality labor force. In contrast, only old women left behind in the countryside can be employed. This makes the professional labor force relatively low in both intelligence and physical strength. Finally, scale management is unstable. The land that the major professional household passes through the land transfer, the lease period is generally 1-3 years, and before the expiration, because of various reasons, the professional big household may not be able to renew the land that is about to expire. This appears that many large professional households this year or large, the next year may not be a big situation.

Analysis on the Development and driving function of leading Enterprises in Agricultural industrialization

The leading enterprise of agricultural industrialization refers to the profit-making main body engaged in the production, processing, sale and distribution of agricultural products in the form of modern enterprises. It also provides technology for other business entities while it completes its own work. Information, capital and other aspects of support[4]. our country's leading enterprises mainly distributed in the eastern coastal areas and traditional agricultural provinces.

Leading enterprise advantage of the main performance:1.Region with strong power. First of all, it is mainly manifested in its strong economic strength, formed a number of high degree of organization, good division of labor and cooperation, radiation-driven significant effect of industrial agglomeration. Secondly, leading enterprises have standardized production, processing and marketing systems, and have formed organizational models such as "company cooperative farmer base", "company farming district farmer base", "company order farmer base", and so on. Leading small farmers, cooperatives, family farms, professional large households to enter the market together, especially for a large number of small farmers to provide a stable marketing channel of agricultural products, for farmers to make an important contribution to organizational development. 2. Brand advantages are obvious. One of the characteristics of leading enterprises is that they have brand advantages, which is the inevitable strategic choice for leading enterprises to survive and develop for a long time. According to statistics, in 2017, 9708 leading enterprises in China have obtained famous brand products or famous (well-known) trademarks at or above the provincial level. 3.High income. According to the 2017 Nongmin Daily Sannong Development Research Center survey of 833 leading enterprises (excluding the circulation of agricultural enterprises), the income of leading enterprises mostly concentrated between 200 million yuan and 1.5 billion yuan, accounting for 53% of the total; Some of the eastern coastal areas of the leading enterprises income
is more than 10 billion yuan. Compared with other business entities, the leading enterprises have the highest returns on scale and are less affected by market price fluctuations.

The disadvantages of leading enterprises are as follows: 1. The development of leading enterprises in the region is unbalanced. The level of enterprise income can best reflect the level of its development. The higher the income, the higher the level of development and, on the contrary, the lower. Taking the distribution of the leading enterprises whose income is more than 10 billion yuan in China as an example, it is not difficult to find that 63% of the leading enterprises are concentrated in the eastern coastal region of China, 27% in the central region and 10% in the western region. Therefore, the development of leading enterprises in the eastern coastal areas of our country is the highest, the west is the worst, and the middle is in the middle. 2. The level of labourers' quality is low in the leading enterprises in the eastern part of China. Compared with the major families, family farms and leading enterprises, the managers and employees of the leading enterprises have a relatively high cultural quality. However, from the perspective of its own development, the level of managers can not meet the requirements of the rapid development of enterprises, lack of understanding of management, good management, strategic vision of entrepreneurs. At the same time, the staff of the leading enterprises also have the problem of low cultural quality. For the professional skills training of employees, most of the leading enterprises do not have a standardized and perfect skills training system. From the point of view of driving farmers, agricultural industrialization leading enterprises in the near future led to a decline in power. The essential relationship between leading enterprises and small farmers is still the relationship between employment and employment. Small farmers are not in a dominant position, but only a link in the production line of leading enterprises. This undoubtedly has an crowding-out effect on small farmers, which is not conducive to the development and growth of small-scale farmers.

Analysis on the Development and driving function of Farmer Professional Cooperatives

As the ability of small farmers to resist market risks and other reasons are being reduced, farmers spontaneously produced the idea of joint production. China's agricultural cooperatives were developed in the form of professional associations and cooperatives in rural areas from the end of 1980s to the beginning of 1990's. It is defined as the voluntary association of the producers and operators of similar agricultural products or the providers and users of similar agricultural production and management services on the basis of the contracted operation of rural households. Mutually beneficial economic organizations in democratic management. China formally implements the Law of the people's Republic of China on Farmers' Professional Cooperatives on July 1, 2007, Farmers' professional cooperatives began to become the mainstream name for cooperative organizations in the agricultural field[5]. since the implementation of this law, farmers' professional cooperatives have developed rapidly, and by the end of July 2017, The number of farmers' professional cooperatives registered in the industry and commerce sector reached 1.933 million, 74 times higher than at the end of 2007, with an average annual increase of 60%; In fact, there are more than 100 million peasant households, accounting for 46.8 percent of the total number of farmers in the country[6]. Agricultural professional cooperatives basically organized small farmers to provide corresponding technical guidance and services. The relationship between professional large households and leading enterprises with small farmers is mainly the relationship between employment and employment. In fact, the interests of small farmers are not maximized. The professional cooperatives are mostly small farmers in the same village or in the same area to join and co-establish, farmers have the freedom to join and withdraw from the society, and have the right to speak in the aspects of funds, products, sales and so on. Another shows the humanization of cooperative income distribution. The cooperative emphasizes the profit, its income distribution way is according to the transaction volume or the transaction volume how much to carry on the distribution, obeys the fair and reasonable principle. In addition, small farmers in the organization can also get profit-sharing. Therefore, among the four new management subjects, cooperative is the best choice to promote the degree of farmers' organization. Unlike leading enterprises, it can really
put the interests of small farmers in the first place. At the same time, it can organize a large number of small farmers, which is superior to family farms and professional large households.

Although the co-operative has made great progress, there are still many problems in its own right. First of all, cooperative management is not standardized. As today's cooperatives are mostly run by farmers themselves and managed by themselves. However, farmers themselves have limitations, poor cultural quality and management experience, resulting in no clear division of labor and division of departments, which naturally leads to confusion in management, lack of transparency in accounting, and restricts the standardized development of agricultural professional cooperatives. Secondly, the service is single and the level of cooperation is low. Due to the limitation of their own size and professional level, most of them can only provide low-level services such as raw materials supply, simple technical advice, and so on, and there is still relatively little service for sales links and in-depth processing of products. The agricultural industry chain is too single. In addition, the agricultural professional cooperative organization, as the most important organizational carrier for the organization of farmers, looks from its development that its driving capacity is still limited. Due to the existence of some "shell cooperatives" and "zombie cooperatives", The problem of peasants being organized is very prominent.

Countermeasures and Suggestions to Promote the Process of Peasants' Organization

Continuous Cultivation and Cultivation of New-type Agricultural Management Subjects

In the comparison of the advantages and disadvantages of the new agricultural management subjects, it can be found that they have a common problem, and the level of cultural quality of the labor force is low. Therefore, raising farmers' cultural level and skills and absorbing new-type talents should be taken as the first task to cultivate new-type agricultural management subjects. This measure should also be the first task to promote the organizational development of farmers. First of all, we should improve the cultural level of farmers. Through the development of education and training, farmers can understand the significance of the new type of agricultural management and improve their enthusiasm for participation. Improving farmers' cultural level is not an overnight thing, it needs a generation of efforts. And let farmers master a certain learning skills, have a certain learning ability, can be achieved in a shorter period of time. In villages where conditions permit, the Internet can make full use of the Internet. The Internet has not only the function of entertainment, but also a lot of agricultural messages, open classes in famous schools, etc., as long as villagers are taught how to make full use of their mobile phones to broaden their horizons and learn more knowledge. Farmers can learn skills whenever and wherever they like to learn the latest information. Secondly, a shortcut to supplement the vacancy of rural knowledge structure is to absorb new talents and strengthen the cultivation of new management subjects. Excavate the strength of veterans, returning migrant workers, college graduates, and other groups to provide services to farmers in three productive links, namely, prenatal, mid-natal and post-natal, or set up economic organizations that can organize farmers together. At the same time, it also promotes the integration and development of primary, secondary and tertiary industries in order to achieve the goal of raising the income of small farmers.

Standardizing the Management Mode of the New Type of Agricultural Management Main Body

Standardizing the main management mode of new agricultural management is the endogenous support to promote the process of farmers' organization. First of all, in view of the current business chaos, the government unified qualification review, ban or reorganize the "empty-licensed cooperatives." At the same time, we should standardize the division of labor and cooperation and financial system of family farm, perfect the internal property right structure, benefit linkage mechanism and personnel division system of major professional households, agricultural specialized cooperatives and leading enterprises. In the organization, social affairs are open and
financial affairs are open. Through the transformation of the management mode, the small farmers’ status in the organization is promoted, and the farmers’ independent organization is truly achieved.

Innovating the Organizational Forms of Peasants

In reality, the main body of new agricultural management has appeared insufficient aftereffect in the process of promoting farmers’ organization. In this case, we must innovate the organizational form of farmers on the basis of the original. Because of the topography of our country, especially the small farmers in mountainous areas and hilly areas are affected by physical geography, they must appear relatively closed and inconvenient to communicate with each other. Therefore, through the establishment of family farm alliance system, professional large household alliance body and professional cooperative alliance body, in order to further promote the organization of farmers, reduce the same area of family farms, professional large households, professional cooperatives for the loss of competition. In addition, each sub-organization in the alliance body can complement each other, exchange information, and provide corresponding services to other scattered small farmers, so that the scattered small farmers have a sense of organization.

Nowadays, China has entered the Internet era, information technology has penetrated into various sectors of the society, providing a new way for the development of the industry, new impetus, and its involvement in agriculture is far from enough. Therefore, it is necessary to actively integrate information technology such as the Internet, the Internet of things, big data, artificial intelligence and other information technologies with the organized development of farmers. Guide and encourage the new type of agricultural management and other emerging organizations to establish regional agricultural e-commerce platform.

Enhancing the Competitiveness of Small Farmers

To enhance the competitiveness of small farmers, the key to rely on national policy trends and financial support. Undeniably, the state has issued a lot of policies to develop agriculture, rural areas and farmers, from rural infrastructure to rural financial services system to greatly enhance the competitiveness of small farmers. But there are still many problems in the implementation of the policy. Small farmers also do not fully understand what benefits the country's policies benefit them. Therefore, the state should consider how to ensure the effectiveness of policy implementation and the utilization of policy target groups. The state should vigorously develop the agricultural productive service organization, so that the organization can play and serve the role of small farmers.

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