Difficulties and Countermeasures of Agricultural Products Processing Industry in Rural Areas under the Background of Rural Revitalization

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Abstract. Industrial prosperity is the focus of rural revitalization, and the agglomeration of agricultural products processing industry is the breakthrough of industrial prosperity. Agricultural product processing industry is an important symbol of modern agriculture and a key link in the construction of modern agriculture. Its development plays an increasingly important role in promoting farmers' employment income, agricultural value-added and efficiency, and rural prosperity and development. At present, China's economic development has entered a new normal, and the development of the agricultural product processing industry has also shown some new characteristics. In order to promote its sustainable and healthy development, we must deeply understand these characteristics, grasp the trend change, conform to the trend, seek benefits, avoid harm, and better improve the quality and level of development.

1. Introduction
The report of the 19th National Congress of the Communist Party of China put forward for the first time "implementation of rural revitalization strategy" and the general requirements of "prosperous industry, ecological livability, rural civilization, effective governance, and affluent life" The vitality of rural revitalization is to revitalize industries. As the main format of the rural industry, the agricultural product processing industry has received widespread attention. In 2018, the Central "No. 1 Document" pointed out that "implementing agricultural product processing industry upgrading actions to support the in-situ processing, transformation and value-added of agricultural products in the main production areas." Industrial clusters, as far as possible, leave the industrial chain in the county. " As a labor-intensive and resource-intensive industry, the agglomeration of agricultural products processing industry in the county will provide a broad raw material market and labor market, which will inevitably have a profound impact on the local economy. Therefore, it is of great practical significance to study the agricultural product processing industry in rural areas to promote the prosperity of rural industries, strengthen the county economy and realize the comprehensive revitalization of rural areas.

2. Development status of agricultural products processing industry in rural areas

2.1 Current situation of China's agricultural product processing industry
Figure 1. Total value of agricultural products processing industry in 2015

As shown in the figure above, it is the total output value of the above-scale agricultural product processing industry in major cities in 2015. From the total output value, Dalian's agricultural product processing industry has the lowest total output value. Qingdao has the highest output value of agricultural products processing industry, Suzhou is second only to Qingdao, and it is more than three times that of Dalian. The development of China's agricultural product processing industry has accelerated significantly, and has now become a pillar industry of China's national economy. The development of agricultural product processing industry plays an active role in promoting agricultural development, industrial restructuring, increasing farmers' income, and transferring surplus labor. At the same time, the development of China's agricultural product processing industry has also emerged as a "bottleneck" from a big agricultural country to a strong agricultural country. This is mainly manifested in the relative surplus of agricultural products, which is intensifying, which has seriously affected the development of the industry and the overall economy. At the same time, people's direct consumption of basic agricultural products has also declined, and the main agricultural products have been transformed from the seller's market to the buyer's market, which puts forward higher requirements on the quality of agricultural products and the differentiation of varieties.

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been transformed from the seller's market to the buyer's market, which puts forward higher requirements on the quality of agricultural products and the differentiation of varieties.

3. Problems in the processing of agricultural products in rural areas

In recent years, although the agricultural product processing industry in rural areas has achieved good development, some new situations and new problems that cannot be ignored have emerged in the development process, mainly manifested as:

3.1 Structural contradictions are more prominent

Scattered layout, fewer scale enterprises, fewer well-known brands, fewer special products, fewer deep-processing enterprises, most enterprises have low level of process equipment, similar products, feed and flour processing enterprises have launched more in recent years; single processing varieties, basically staying in rough In terms of processing, there is a lack of deep-processed products; [2] the enterprise management methods are backward, the market awareness of operators, the development awareness of modern enterprises are not strong, the technological innovation ability is weak, and the construction of accounting systems and integrity infrastructure is weak.

3.2 The level of industrialization is not high

The degree of industrialization is low, standardization construction is lagging, the construction of raw material bases is not matched, the degree of integration of the three industries is insufficient, and the enterprise-driven effect is not strong. The interests of enterprises and farmers are not closely linked. Most agricultural product processing enterprises and farmers still have one-time transactions and irregular order contracts.

3.3 Supporting policies are not in place

Some enterprises report that the tax rebates for industrial enterprises 'land use and the“ two exemptions, three halves” tax reduction policies are not in place; corporate financing is difficult and expensive, and the vast majority of enterprises do not receive support from the financial sector; The employment is difficult and the cost is high. The development environment needs to be strengthened.

3.4 The shortage of funds is serious

The agricultural product processing industry is an extension of the basic agricultural industry. It belongs to the development stage of the light industry. It requires a large amount of production capital allocation and a long capital turnover cycle. In addition, agricultural product processing enterprises are mostly small, medium and micro enterprises, which have weak ability to resist risks and low government resource allocation efficiency Mostly scattered occupations and more idle assets. [3] The shortage of funds has always been a major problem in the development of China's agricultural product processing industry, which needs to be solved urgently.

4. Suggestions on promoting the development of agricultural products processing industry in rural areas

Accelerating the development of agricultural products processing industry is not only an important part of the revitalization of rural industries, but also an important measure to take advantage of the endowment and comparative advantages of rural areas, optimize the economic structure, promote employment, help overcome poverty and promote high-quality economic development. [4] To this end, it is recommended to do the following:

4.1 Highlight the overall planning and lead the development direction

Scientifically plan the industrial layout and regional layout of major processed agricultural products such as grains, fruits, special economic crops and livestock in rural areas, and lead the development of
local agricultural products processing industry with a high starting point, high level and high standard planning.

4.2 Optimize the layout of the food industrial park and build a development platform for the food industry
Continuously improve the overall planning of the food industrial park, make full use of existing resources and conditions, focus on improving the infrastructure level of transportation, electricity, water supply and drainage, pollution control, etc., accelerate the construction of food industrial parks in rural areas, guide food companies to concentrate, and form agricultural products processing Industrial agglomeration. Promote the implementation of projects, and do a good job in the introduction of food industry projects.

4.3 Speed up base construction and ensure raw material supply
Focus on infrastructure construction, increase the intensity of farmland water conservancy projects and high-standard farmland construction, accelerate the promotion of high-efficiency water-saving agriculture, modernization of agricultural machinery and equipment, improve production conditions, and increase agricultural production capacity; [5] grasp the supply-side structural reform and promote a batch of special processing Fine varieties and technologies, optimize local wheat varieties, and eliminate degraded wheat varieties in a timely manner; accelerate the promotion of new development models such as "leading enterprises + base + farmers", "leading enterprises + cooperatives + farmers", and build large-scale operations, standardized production, A production base for agricultural raw materials suitable for industrial production. Grasp policy guidance, support and encourage leading enterprises and new-type agricultural business entities to build their own bases through land transfer, shareholding cooperation, land trusteeship, etc., expand production bases through order agriculture and farmers' cooperation, and improve base construction and agricultural production levels.

4.4 Accelerate the cultivation of leading enterprises and enhance the industrial strength
It is necessary to strengthen the role of investment promotion, carry out investment promotion in all directions, attract big powers, and attract leaders through multiple channels and methods. Support industrial chain extension projects, accelerate the in-situ conversion of flour and other primary grain processing products, and achieve industrial upgrading. [6] In accordance with the principles of supporting the superior, supporting the large, and supporting the strong, through mergers, acquisitions, equity participation, reorganization, listing, etc., we should focus on cultivating a group of leaders with long industrial chains, high product added value, strong market competitiveness and strong brand influence enterprise. It is necessary to support the development and growth of various entities, encourage all types of capital, social forces, especially large farmers, family farms, and farmers' cooperatives to enter the field of agricultural products processing, accelerate the development of deep processing of agricultural products, and build a comprehensive Industrial chain clusters have formed a new pattern in which various entities promote industrial development.

4.5 Vigorously implement the brand strategy to enhance the scientific and technological content of agricultural products processing industry
Consolidate and strengthen old brands, focus on the development of famous brand products and enterprises with high technological content and large market potential, and increase market share. [7] Cultivate and develop new brands, increase the promotion of advantageous enterprises and products, guide enterprises to make their brands bigger and stronger, occupy the market with brands, and improve competitiveness with brands.

4.6 Strengthen policy guarantees and create a development environment
We will implement relevant policies and measures, study and formulate supporting policies for agricultural products processing, electricity and water use, green channels to enjoy the transportation
of fresh agricultural products, and employment subsidies; [8] coordinate and optimize agricultural funds, and focus on supporting the development of leading agricultural product processing enterprises.

5. Conclusion
In general, the development of agricultural product processing industry is an important way and way to improve China's agricultural competitiveness and farmers' income. This is a long-term development project that requires continuous optimization and innovation to ensure its sustainable development. The agricultural product processing industry is a sunrise industry and a long lived industry. Only by cohesion, overcoming difficulties, reform and innovation, and real hard work can we promote the leapfrog development of the agricultural product processing industry. Contribute.

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