

Analysis of Ways to Increase Farmers' Income in China under New Circumstances

Sun Yan^{1, a}

¹School of Economics and Management, Heilongjiang Bayi Agricultural University, Daqing, 163319, China

^abyndsy@126.com

Abstract

With the development of the economy and the improvement of living standards, the development of agriculture and rural areas has entered a new historical stage. The contradiction of agriculture has changed from the insufficient total amount to the structural contradiction. The increase of farmers' income cannot simply start with increasing production, but should also should combine the needs of the residents and improve the quality of agricultural supply. Maintaining a steady increase in farmers' incomes and improving the overall quality of well-off society has become a key node for concentrating hardships and climbing hills. Therefore, in the context of the current structural reform of agricultural supply side, starting from the factors that restrict the increase of farmers' income, the ways to increase the farmers' income in China are proposed.

Keywords

Agricultural supply side structural reform; increase of farmers' income; agricultural production structure; market demand.

1. INTRODUCTION

With the development of science and technology since the new century, the various policies issued by the state to benefit farmers have played a role in promoting the output of agricultural products and increasing farmers' income. However, in recent years, due to changes in the overall market demand structure, coupled with the increase in agricultural costs and the decline in market competitiveness, the growth rate of farmers' income in China has slowed down. The contradiction between the people's growing need for a better life and the uneven development is still prominent in the agricultural and rural areas. Simply increasing the supply of agricultural products does not necessarily increase the income of farmers, and may result in a backlog of agricultural products due to insufficient demand. Therefore, agricultural production is no longer focused on the development of total amount, but should be combined with market demand to produce high-quality products that people need, and put the focus of agricultural production on the adjustment of agricultural supply structure. Make agriculture shift from focusing on quantity growth to quantity and quality efficiency, and increase farmers' income. However, the increase in farmers' income is a huge systematic project, and the continuous increase in farmers' income mechanism needs to be improved. Therefore, under the background of structural reform of agricultural supply side, taking the factors restricting farmers' income increase as a breakthrough, through analyzing the factors influencing the increase of farmers' income in China, it is expected to provide feasible suggestions for the increase of farmers' income in China.

2. CONSTRAINTS

2.1. Unbalanced Agricultural Production Structure

China's agricultural production structure is in an unbalanced state, showing that agriculture accounts for a large proportion of agricultural structure, and forestry and fishery account for a small proportion. The agricultural planting is generally based on rice, corn and soybean, and the planting structure is single. In addition, traditional agricultural products, whether of quality or packaging, are difficult to meet the new needs of residents and businesses.

2.2. Agricultural Production Costs Are Too High

Agricultural production costs are an important factor affecting farmers' income. The reasons for the increase in costs are as follows: First, the scale is not economic, the small-scale and decentralized pattern of agriculture leads to high costs; second, the rural labor force is continuously shifting to cities, the supply of rural labor is greatly reduced, resulting in an increase in labor costs; The cost of land caused by land transfer has increased.

2.3. Agricultural Infrastructure Construction Is Weak

Farmland water conservancy facilities are backward, ditches are aging, drainage is not smooth, capital investment is insufficient; rural transportation facilities are lagging behind, restricting the development of agricultural products and agricultural production materials logistics industry; agricultural informationization construction is slow, agricultural Internet of Things, Internet, etc. have not been fully promoted.

2.4. Agricultural Science and Technology Support Ability Is Not Strong

Although China attaches importance to the investment and development of agricultural research, the support of agricultural science and technology is not strong enough to meet the needs of modern agriculture. There are problems such as backward technical equipment and unsound promotion system. In the past, the scientific and technological focus of agriculture was mainly on quantity issues, and the scientific and technological reserves in terms of cost-saving, green development, and high-quality safety were relatively weak.

3. WAYS TO INCREASE INCOME

3.1. Optimize Agricultural Production Structure and Promote Agricultural Industrialization Management

First, optimize the agricultural production structure in combination with market demand. For the planting industry, optimize the internal structure of crops, focus on the cultivation of marketable crops, and reduce the area planted with corn while stabilizing and increasing the planting area of rice, soybeans and miscellaneous grains. In particular, we must pay attention to the adjustment of crop variety structure, expand the cultivation of high-quality rice, produce high-protein and high-quality soybeans, and cultivate cold-tolerant crops such as rice in the northeast region; we should also adhere to the principle of focusing on key features and developing characteristics to create well-known brands in various regions. In the aspect of animal husbandry, intensive management is used to improve the efficiency of resource allocation, reduce the cost of agricultural production by means of large-scale operation, and promote the development of modern animal husbandry through standardized farming. Specialized breeding such as "forest pigs, chickens, ducks, and geese" will be added. In some areas, the aquaculture industry will be combined with the planting industry. For example, through the "duck rice" and "goose jade" production modes, the quality of agricultural products will be improved.

Second, develop circular agriculture. Reasonable planning, establish “green agricultural engineering”, promote the production of green food and the steady development of green agricultural industry; reduce the water consumption of agriculture, especially the water consumption of rice cultivation through technical methods such as sprinkler irrigation and hardening channels; The livestock and poultry excrement is resourced through certain technical treatments, recycling between planting and aquaculture, and the straw is reused through straw returning and biogas project development, which not only improves soil fertility, but also slows down straw. Pollution problems caused by incineration.

Finally, extend the industrial chain to promote agricultural industrialization. Cultivate and develop leading enterprises. The leading enterprises are used as the carrier characteristics of the enterprise market, the production and sales markets are docked, and the market demand is combined to organize production; the scale effect and brand effect of leading enterprises are exerted, and the development of other industries is driven by the extension of the industrial chain. Develop agricultural cooperative economic organizations, increase publicity on the characteristics and advantages of agricultural cooperative economic organizations, and increase capital investment. In addition, a reasonable reward and punishment system is established to improve the operational efficiency of the organization.

3.2. Reduce Production Costs and Increase Revenue

On the one hand, the use of scale to develop technological innovation to reduce production costs. Through scientific and technological innovation, improve agricultural production efficiency, and thus reduce production costs; share agricultural production costs through large-scale operation, promote the reduction of labor costs by agricultural mechanization, and increase the cost of rent in agricultural land system innovation; reduce environmental pollution by developing recycling agriculture Governance costs. On the other hand, increase financial support to reduce financing costs. We will promote the reform of the rural financial system, guide rural financial institutions to carry out financial innovation, especially increase the innovation of rural financial products and collaterals, and strengthen financial support for farmers, agricultural development, and rural construction. Further promote the "two powers" mortgage loans, and reduce financing costs through institutional innovations such as loan interest subsidies, risk compensation, and agricultural insurance.

3.3. Strengthening Infrastructure Construction and Laying A Foundation for Increasing Income

Accelerate the construction of farmland water conservancy infrastructure. Adhere to the development of water-saving irrigation operations in a prominent position, do a good job in the construction and management of water conservancy facilities; strengthen the construction of farmland water conservancy projects, guard against the construction of water-saving projects, accelerate the water-saving transformation of irrigation districts, combined with the county's own resource conditions, development In order to improve the infrastructure management system, the infrastructure management system will be improved, and the role of farmers in the use, management and protection of water infrastructure will be brought into play to improve their efficiency.

Strengthen the construction of logistics infrastructure. Strengthen the construction of rural transportation facilities, pay attention to the quality construction and maintenance of rural transportation facilities; strengthen the construction of agricultural capital and agricultural product wholesale markets, and increase the construction of key logistics bases, and then create a number of logistics demonstration zones to play their role in the logistics industry. Take the lead and demonstrate role. In addition, the construction of green logistics related infrastructure should be strengthened. Establish a new pattern of agricultural product market circulation,

improve circulation efficiency through the Internet, and expand distribution channels, especially the need to explore "Internet + visual agriculture." Establish a three-dimensional agricultural network system to encourage farmers to accelerate the sales of agricultural products through e-commerce platforms, and thus increase farmers' income.

3.4. Strengthening Scientific and Technological Innovation to Provide New Engines for Revenue Increase

Science and technology is the driving force behind the structural reform of the supply side of agriculture. First of all, build a scientific and technological innovation system that meets the requirements of modern large-scale agricultural development, and effectively improve the independent innovation capability of agricultural science and technology. Establish and improve the incentive and restraint mechanism for science and technology promotion, and increase the penetration rate of science and technology and the conversion rate of scientific and technological achievements. Secondly, the introduction of advanced science and technology into the production and development of green food, improve the scientific and technological content of agricultural products. Carry out research on agricultural water-saving technology, precision agricultural technology and agricultural pollution control technology, focusing on the research and development of special-purpose crop varieties, special-purpose corn breeding, breeding of new varieties of super rice, and research on high-yield production technology of high-yield soybeans. Finally, we will focus on cultivating a group of new professional farmers who are good at business, knowing technology and quality, so that they can use technology to solve problems in agricultural production, and thus increase farmers' operating income.

3.5. Cultivate and Expand New Business and Expand Revenue Channels

With the continuous development of agro-ecology and tourism value, as well as the diversification of consumer demand and the trend of individualization, we will vigorously develop the rural leisure tourism industry, highlight the theme of local, leisure and pastoral, emphasizing the nature, feeling folk customs and taste culture. Develop rural leisure tourism such as "farmhouse tourism", "leisure agriculture" and "cultural farm". In addition, the use of beautiful rural areas, modern agricultural demonstration zones and other carriers, under the premise of land use according to law, with the "tourism +", "ecological +" and other modes, promote the deep integration of agriculture, forestry, water conservancy and tourism, education, culture and other industries.

4. CONCLUSION

Agriculture is the material basis for human survival, and increasing farmers' income is the core issue of agriculture. This paper starts from the factors of unbalanced agricultural structure, increased agricultural production cost, weak infrastructure construction, and weak agricultural science and technology support ability, which restricts the increase of farmers' income, and proposes ways to promote the increase of farmers' income in China. Specifically: First, optimize the agricultural production structure in combination with market demand. Each region combines its own natural advantages to plan and layout the agricultural production structure as a whole, and adjust the proportion of agriculture, forestry, animal husbandry and fishery. Second, use scale to develop technological innovation to reduce production costs and increase financial support to reduce financing costs. Third, accelerate the construction of farmland water conservancy infrastructure and the construction of logistics infrastructure to lay a foundation for increasing income. The fourth is to introduce science and technology to improve the scientific and technological content of agricultural products, establish and improve the incentive and restraint mechanism for scientific and technological innovation systems and science and technology promotion, and effectively improve the independent innovation

capability of agricultural science and technology, the penetration rate of science and technology, and the conversion rate of scientific and technological achievements. Fifth, vigorously develop the rural leisure tourism industry, promote the deep integration of agriculture, forestry, water conservancy and tourism, education, culture and other industries, and broaden the channels for income increase.

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