

How to Build a Model of Qilu for Rural Revitalization

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Abstract

In recent years, Shandong Province has made great achievements in agricultural and rural reforms, and created a lot of experience. It is in the forefront of the country in all aspects. The good foundation and advantages in the forefront have played a very good role as a demonstration and leading role in the country. In order to build a model of Qilu for rural revitalization, Shandong Province should deepen marine pastures, create a double cycle of food, and create rural industries to promote rural revitalization.

Keywords

Rural Revitalization; Qilu Model; Marine Ranching; Dual-circulation of Grain; Rural Industry.

1. The Foundation and Conditions Possessed by Shandong Province

1.1. The Total Agricultural Output Value has Ranked First in the Country for Many Years

In 2020, Shandong's total agricultural output value was 1019.06 billion yuan, an increase of 3.0% over the previous year, making it the first province in the country to exceed one trillion yuan.; The added value of the primary industry was 536.38 billion yuan, an increase of 2.7% over the previous year (Data comes from Shandong Provincial Bureau of Statistics). The leap in total agricultural output value has benefited from being plugged in with the wings of science and technology, focusing on "increasing production, improving quality, high efficiency and green", Shandong Province aims at key links and "stuck neck" technology to strengthen scientific and technological research.

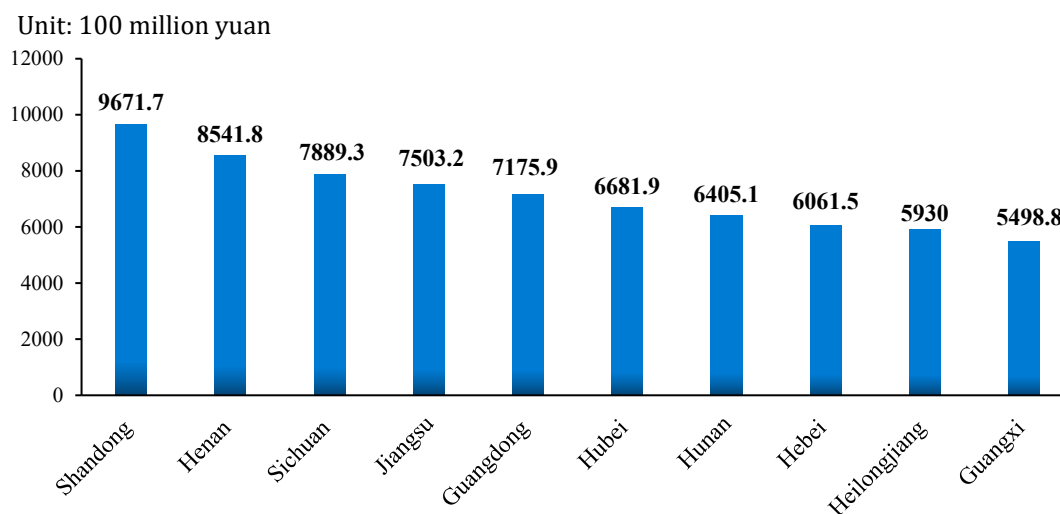


Figure 1. The top ten rankings of the total agricultural output value of the provinces in 2019

1.2. The Total Grain Output has Increased Steadily

The responsibility of a major agricultural province is first to maintain national food security. As a "vanguard" of national agricultural development, Shandong Province has a total grain output of 54.468 million tons in 2020, an increase of 900,000 tons over the previous year, and more than 50 million tons of food for 7 consecutive years. The yield per unit area ranks among the top in the country and has made an important contribution to national food security. (Data comes from Shandong Provincial Bureau of Statistics).

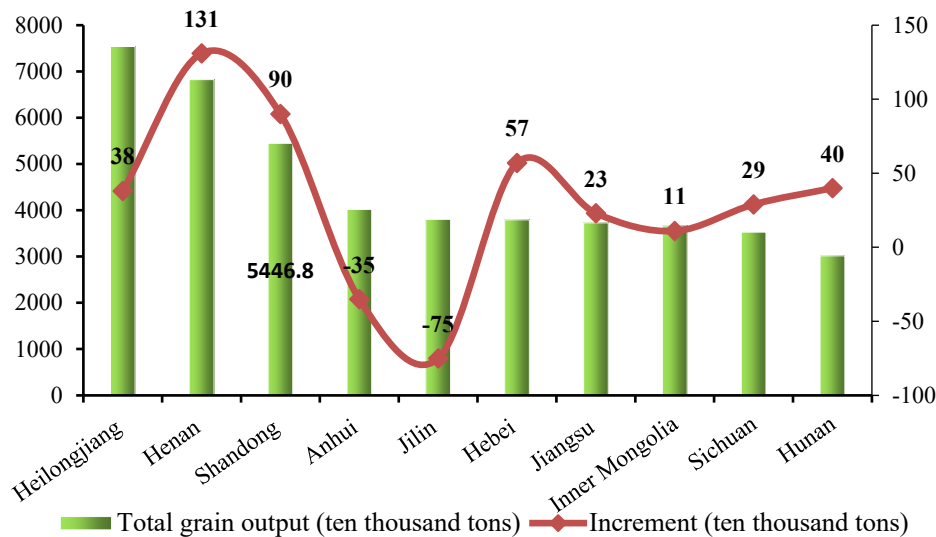


Figure 2. The top ten rankings of the total grain output of the provinces in 2020

1.3. Stable Development of Agriculture, Forestry, Animal Husbandry and Fishery

Shandong Province accounts for about 6% of the country’s arable land and 1% of the fresh water, and produces about 8% of the country’s grain, 11% of the fruit, 12% of the vegetables, and 13% of the aquatic products.; Shandong Province is the largest vegetable garden in China, with vegetable production exceeding 80 million tons for 6 consecutive years. (Data comes from Shandong Provincial Bureau of Statistics) The industrial structure of agriculture, forestry, animal husbandry and fishery is coordinated and reasonable, and development is relatively balanced. The output of vegetables, fruits, meat, and aquatic products continues to be at the forefront of the country.

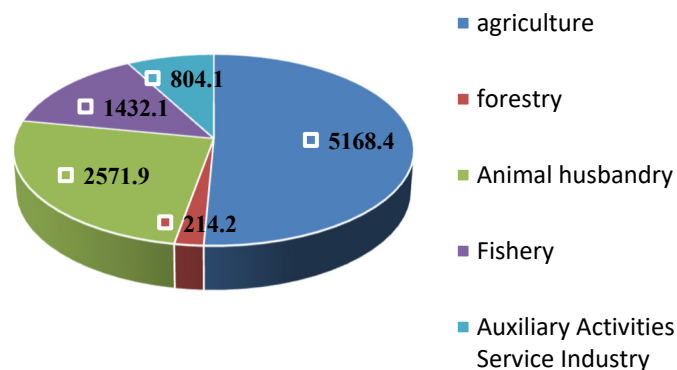


Figure 3. The output value of agriculture, forestry, animal husbandry and fishery in Shandong Province in 2020 (100 million yuan)

1.4. The Advantages of Rural Industry Integration and Agglomeration Development are Prominent

Yantai Apple and Shouguang Vegetables have been approved to create a 100-billion-level national advantageous characteristic industrial cluster. The National Modern Agricultural Industrial Park is a pioneer in leading the modernization of agriculture and rural areas, and a demonstration model for the prosperity of rural industries. The advantages of the integration and development of rural industries in Shandong Province have been highlighted, and they will further play a leading and exemplary role in the process of building a model for rural revitalization in Qilu.

2. Suggestions on Creating a Model for Rural Revitalization in Qilu

2.1. Deeply Cultivate Marine Pastures to Promote Rural Revitalization

In recent years, Shandong Province has taken the development of modern marine pastures as an important breakthrough for rural revitalization and has accelerated the construction of "maritime granaries". Shandong Province is rich in fishery resources, and its output ranks among the top in the country. It has made outstanding contributions to ensuring the supply of high-quality protein for the country. Guided by the rural revitalization strategy, build a marine fishery economy under the dual-cycle pattern:

Improve the production capacity of aquatic products to ensure effective supply. Vigorously promote the high-quality development of fishery transformation and upgrading, actively guide the adjustment of the structure of aquaculture species, change the breeding methods, and continuously improve the adaptability of the supply of aquatic products to domestic demand.[1]

Actively expand the domestic market. Implement aquatic product processing enhancement and consumption promotion actions, promote the improvement of cold chain logistics infrastructure, strengthen production and sales docking and brand building, vigorously develop aquatic product processing products, and accelerate the cultivation of the domestic market.[1]

Actively promote the export of superior aquatic products. Encourage the aquaculture industry to "go global" and strengthen aquaculture cooperation with Southeast Asia, Central and South America, Africa and other regions and countries along the "Belt and Road". Persist in the standardized development of deep-sea fisheries and improve the entire industry chain management system.[1]

Create a "new model" for the integration of the tertiary industries. Actively expand the comprehensive functions of modern marine pastures such as tourism, fishing, catering, culture, and popular science, promote the integrated development of marine pastures with secondary and tertiary industries, and enrich the fishery production model.

2.2. Constructing a New Pattern of "Dual Cycle" of Grain

The new crown epidemic has swept the world and the world economy has been hit hard. It is imperative to build a new situation in my country's "double cycle" of food.[2-4] Shandong Province should be based on the actual situation of a major grain province and actively integrate into the new development pattern of dual circulation.

Shandong Province has a good foundation for the grain industry, and its integration into the domestic cycle has a significant effect. Shandong is a major province of grain production, processing, and circulation, and the grain industry has become an important force in the domestic large-scale circulation pattern. The province's grain industry's total output value, sales revenue, processing and transformation capacity, product output and other major indicators have ranked first in the country for many years.

Promote industrial transformation and upgrading, and continuously improve the quality of integration into the domestic cycle. There is still much room for improvement in the integration of Shandong's grain industry into the domestic cycle. It is necessary to implement high-quality grain projects in depth, create a public brand of "Qilu Cereals and Oils", promote industrial transformation and upgrading, and become an important starting point for the continuous improvement of the quality of the food industry in Shandong Province.

Bring in, go out, and promote the domestic and international double cycle. The province's grain industry should also actively explore the international market and strengthen the dual-cycle strength of the grain industry. Encourage key and leading enterprises in the province to go global, take advantage of the grain resources of countries along the "Belt and Road" route, connect with high-tech in developed countries, improve industry profitability, and promote overall industry shifting and upgrading.

2.3. Rural Industry Drives Rural Revitalization

Rural revitalization and industrial prosperity are the key points. Promote the revitalization of rural industries, closely focus on the development of modern agriculture, focus on the integrated development of rural primary, secondary and tertiary industries, build a rural industrial system, and achieve industrial prosperity.

Leading industry optimization with brand. Create more "Shandong Standards" in the agricultural field, and create a golden sign of "Qilu Lingxiu, Branded Agricultural Products". Implement the brand strategy of agricultural products and transform the advantages of geographical resources into competitive advantages in the market.

Drive industrial quality improvement with technological innovation. Promote agricultural technological innovation, vigorously develop modern seed industries, accelerate the development of smart agriculture, and improve the modern agricultural management system. Clarify the goal and direction of agricultural scientific and technological innovation, and promote the overall improvement of the quality, efficiency, and overall quality of agricultural development.

Promote industrial agglomeration with the construction of "parks" and "districts". Vigorously cultivate and develop characteristic villages and towns with a deep integration of industry, ecology, culture, and tourism. Guide the moderate concentration of primary, secondary and tertiary industries in rural areas, build a space that integrates industry, life, and ecology, and create a batch of interactive industrial integration development pilot areas for agricultural areas, parks, and towns.

Construct a new pattern of agricultural open development. Accelerate the construction of the Weifang National Comprehensive Experimental Zone for Agricultural Opening and Development, and create new advantages as a strong province in agricultural trade. Take the overseas agricultural cooperation demonstration zone and the agricultural opening cooperation pilot zone as a showcase for the open development of rural industries. Cultivate a group of multinational agricultural enterprise groups with international competitiveness.

3. Summary

Rural revitalization is an inevitable requirement for comprehensively building a modern and powerful socialist country. Whether agriculture is strong or not, whether the countryside is beautiful or not, and whether the peasants are rich or not, determine the quality of an all-round well-off society and the quality of socialist modernization. Rural revitalization is an urgent requirement to promote rural development in Shandong. Shandong is a large agricultural province and has created a lot of experience in rural reform and development since the reform and opening up. Shandong Province should persist in deep cultivating marine pastures, creating

a dual cycle of food, and creating rural industries, and strive to create a model of Qilu for rural revitalization.

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