

Research on the Mechanisms and Paths to Improve the Level of Agricultural Socialization Services

-- Based on a Practical Investigation in Huangdun Village, Lu'an City

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Abstract

An agricultural socialization service includes a series of processes: material supply, insurance services, production services, information services, technical services, financial services, and packaging, transportation, processing, storage, and sales of agricultural products. It contains many links and covers a wide range. In addition, the rural population, especially young people, is getting smaller and smaller, and the labor force is seriously insufficient. It is definitely not feasible to continue the traditional agricultural system. These current conditions pose more challenges to farmers in agriculture, forestry, animal husbandry, sideline and fishery industries. A big challenge, to improve the level of agricultural socialization services, the country must find a more efficient method. Separate and program various aspects of the production process, and use agricultural production trusteeship to entrust all or part of the operations of farming, planting, prevention, and harvesting to social service organizations, which will unify them. operations, thereby improving the level of agricultural social services. Before 2017, farmers in Huangdun Village, Lu'an City, mainly operated "decentralized" operations. However, the agricultural income of the village's 3,460 acres of land was only 2.17 million yuan. Agricultural development was in jeopardy. In 2017, it was low. Under the guidance of the Tanggang Township Party Committee, the village has taken a new path of collective development of the "grand alliance" of joint construction and joint governance. Now it has undergone earth-shaking changes. The case of Huangdun Village has inspired our team. We want to further understand how agricultural trusteeship can improve the level of agricultural socialization services through the practical inspection of Huangdun Village. This will have reference value for other rural areas in agricultural socialization services and expand agricultural trusteeship. The scope of implementation will benefit more people.

Keywords

Agricultural Production Trusteeship; Social Services; Huangdun.

1. Introduction

1.1. Origin of the Problem

In recent years, the country has paid more attention to the development of modern agriculture. The Fifth Plenary Session of the 19th CPC Central Committee pointed out that it is necessary to accelerate the organic connection between small farmers and modern agriculture. At present, the agricultural management model is still dominated by small farmers. A series of problems have arisen in the scattered small farmers. This also reflects the current problems of rural agricultural development and how to deal with the transition from traditional agriculture to

modern agriculture. This also reflects It has increased the urgency of accelerating the development of agricultural social services, and it is necessary to further promote the rapid development of rural agriculture and drive the small farmer economy. However, how to deal with the contradiction between traditional agriculture and modern agricultural development and the contradiction between the traditional small farmer production model and modern agricultural development has become The top priority is to solve the problems of rural agricultural development.

In the decades after the reform and opening up, the living standards of the Chinese people have gradually improved, and the basic livelihood of farmers has been guaranteed. Land reform and agricultural production and management mode reform have also accelerated the rapid development of rural areas. However, with the rapid development of social economy and the increasing degree of commercialization, the contradiction between the small-scale peasant economy and the commercialized economy has gradually intensified. The question of "how to plant good land" has become an important issue studied by current scholars. Supporting large-scale land management and developing new agricultural management entities are the main views of current scholars. However, rural areas currently face resource shortages, environmental pollution, land transfer and other problems, which are not suitable for new large-scale operations.

In response to a series of problems arising in rural agriculture, a group of researchers began to re-explore the connection between smallholder economy and modern agriculture. Based on the above research, scholars have explored a possible path to realize agricultural modernization based on practice and theory: while maintaining the same basic management system with small farmers as the mainstay, using services to drive small farmers and realizing large-scale services. Large-scale land management. Only through the social service system can the development of agricultural operations be truly promoted. In 2017, the state issued a series of policies to support the construction of an agricultural social service system, and the central government increased investment in agricultural production, and all parts of the country accelerated the research and development of agricultural production trusts. In this regard, this article will further explore the problems faced by the rural land trust model from the perspectives of the relationship between traditional agriculture and modern agriculture, the reform of land trust management methods, etc., in order to further promote the development of modern agriculture and promote the construction of a modern agricultural service system.

1.2. Research Significance

With the rapid development of modern economy, the level of urbanization continues to increase, and a large number of working people move to cities, resulting in an extreme shortage of labor in rural areas. At the same time, China's aging population has gradually increased, and my country's agricultural economic development has also been affected. In recent years, the country has continuously issued policies on agricultural development, clearly stating that it must ensure agricultural development, safeguard the interests of new agricultural business entities and other parties, accelerate the transition from traditional agriculture to modern agriculture, and link the development of small farmers with the development of modern agriculture, and It is required to speed up the construction of agricultural socialization service system. Land trust is an important form of providing agricultural socialization services to farmers. In this regard, this article selects Huangdun Village in Lu'an City as the research object. It uses methods such as field surveys and interviews to conduct a systematic study on the agricultural trusteeship management methods and current situation of Huangdun Village, and identifies problems and draws lessons from the research process. . This is conducive to continuously accelerating the construction of the agricultural socialized service system, diversifying land management methods, comprehensively improving agricultural production

efficiency, promoting the development of agricultural modernization, and promoting the solution of "agriculture, rural areas and farmers".

1.3. Research Ideas, Methods and Theoretical Innovation

1.3.1. Research Ideas

This article is based on the summary and summary of existing research on agricultural trusteeship, and uses these research results as the theoretical resources of this article. Based on agricultural trusteeship, Huangdun Village in Lu'an City is used as a typical case for investigation and analysis. Combined with successful cases in other areas, we have an in-depth local understanding of the operating mechanism and problems faced by cooperative agricultural trusteeship, and provide insights into the traditional small farmer economy and modern agricultural serviceization. The system construction will be further discussed in depth, and finally a theoretical summary and reflection will be conducted, and then suggestions for the connection between small farmers and modern agricultural development will be put forward.

1.3.2. Research Methods

First, the field research method. Our team went to Huangdun Village in Lu'an City to discuss and communicate with Liubaosi Professional Cooperative, collect relevant information about local agricultural trusteeship, understand the local government's policy implementation of agricultural trusteeship, and focus on communicating with local Farmers' production experience and methods, understand the real needs and vision of local farmers, effectively serve local farmers, have an in-depth experience of the process of local agricultural trusteeship operation, and summarize and discover problems in the process.

Second, the literature survey method focuses on agricultural development as the research theme and collects relevant laws, regulations, and economic data related to the agricultural trusteeship development in Huangdun Village to provide a theoretical basis for thesis writing.

1.3.3. Theoretical Basis

Frederick Taylor of the United States proposed the scientific management theory. It advocates that the fundamental purpose of management is to seek the highest work efficiency, and scientific management is an important means to achieve the highest work efficiency, and to scientifically select and train workers, and to abolish the backward system of masters leading apprentices, which is similar to the backward traditional small farmer production and management methods. It is necessary to adopt scientific management methods to promote the development of land trust, and requires both managers and small farmers to make a thorough ideological and spiritual change, adopt advanced production technology, reform production methods, and promote the construction of a social service system.

2. Overview of the Willow Silk Breeding Professional Cooperative in Huangdun Village, Lu'an City

2.1. Basic Overview of Willow Silk Breeding and Breeding Professional Cooperative

Liubaosi Breeding Professional Cooperative (hereinafter referred to as Liubaosi Cooperative) is located in Huangdun Village, Hengtanggang Township, Jin'an District, Lu'an City, Anhui Province. It is led by the village party organization and is organized by the village collective and the villagers who own the village as shareholders. Application is made in a joint name. Moreover, the start-up resources and funds for the Liubaosi Cooperative either belong to the village collective organization or belong to the villagers who invest in it. The rural collective economic organization mechanism of the Liubaosi Cooperative is the guarantee for Huangdun Village to organize, unify and unite the scattered people and resource elements. The "Great Union" rural

revitalization path explored by Huangdun Village is an innovative practice of the new socialist collective economy with characteristics in the new era.

Huangdun Village's "grand alliance" relying on Liubaosi Cooperative relies on two things: first, it relies on collective mechanisms, and second, it relies on market mechanisms. Among them, the collective nature of Liubaosi Cooperative is mainly reflected in the fact that most of the income of Liubaosi Cooperative belongs to Huangdun Village Collective Economic Organization, and 10% of the income of Liubaosi Cooperative is given to the village collective organization and Liubaosi Cooperative in the form of public welfare funds. The excess income from the silk cooperative will be distributed to all villagers registered in the village as dividends and delivery coupons. In other words, even if a villager does not invest his land or funds in the cooperative, he can still receive a certain amount of income dividends as long as he is a member of the village collective organization. In addition, Liubaosi Cooperative and its joint-stock companies will give priority to providing jobs for villagers and poor households in the village. Through the above explanation, we can also understand why Liubaosi Cooperative is the backbone of Huangdun Village's economy.

2.2. Agricultural Production Trusteeship Situation

2.2.1. Origin of Agricultural Trusteeship Development

Huangdun Village is an administrative village in Lu'an City, with an area of 5.8 square kilometers, 3,461 acres of cultivated land, and 23 villager groups. Huangdun Village is very lacking in ecological resources and has a very high degree of aging. It is a traditional agricultural rural area that is about to be disintegrated. But starting in 2017, the economic lifeline of Huangdun Village has undergone earth-shaking changes, and Huangdun Village began to implement the "Great Union" reform. After several years of reform and development, the overall rural income will be close to 20 million yuan by the end of 2021, achieving a huge leap in economic development. Through the "Three Meetings, Three Views, and Three Tests", Huangdun Village united people's hearts, learned successful rural reform experience and clarified the rural development model. Finally, the land trust method was determined as "centralized transfer of land, promoting the establishment of party organizations to lead cooperatives, promoting capital and asset share cooperation, and promoting win-win cooperation between villages and enterprises.

2.2.2. Agricultural Trusteeship Business Content

After several years of development, from zero foundation to the current stage, Liubaosi Cooperative's land trust and land transfer management services have become relatively mature, and the service system has become large-scale and systematic. The development content of cooperatives can be reflected in the following aspects:

First, the factors of production achieve great integration. The land, capital, labor and other production factors in Huangdun Village have been united in the rural industry, and the villagers' ideas have also been unified. The villagers have realized that continuing to operate decentralized operations has no results and no future development. The only way to achieve this is through joint labor and collective development. Only by developing new roads can we promote the development of rural economy.

Second, the rural economy is moving toward marketization. Through the Liubaosi cooperative, the rural economy is connected to the market. For example, the cooperative is used as a platform carrier to cooperate with large market entrepreneurs in various aspects, such as infrastructure construction, corporate product and service marketing, and market operations, to achieve a win-win situation for both parties. , while promoting rural economic development, it also promotes the market development of entrepreneurs. In recent years, Huangdun Village has achieved considerable economic success with many entrepreneurs through cooperatives,

establishing several companies and a cooperative. In addition, Huangdun Village has also promoted the economic development of neighboring rural areas and realized its own industrial development model.

Third, science and technology services. In order to promote the development of production technology in Huangdun Village, Liubaosi Cooperative has introduced a series of advanced agricultural production machines, provided professional technical training to farmers, and issued subsidies to farmers who participated in technical training. At the same time, in order to break down rural information barriers, cooperatives have built a large number of communication network infrastructure in rural areas, laying a foundation for the development of rural e-commerce and promoting the commercialization and marketization of the rural economy.

Fourth, social life services, Liubaosi Cooperative will use part of the proceeds, after consultation with villagers, to build rural life infrastructure, build elderly activity centers, cultural and leisure venues, etc., and promote agricultural insurance, social security and other insurance guarantees to farmers. Measures will be taken to improve the elderly's future risk resistance, and subsidies will be issued to farmers from time to time to achieve all-round services.

3. The Practical Mechanism of Agricultural Production Trusteeship in Huangdun Village, Lu'an City

3.1. "Unify" Assets and Make Full Use of Social Service Resources

If a village collective wants to develop rapidly, it must first mobilize its various assets and make full use of every asset of the village collective. The collective assets of Huangdun Village in Lu'an City include reservoirs, canals, abandoned forest land, and tea gardens. These assets are not well used. How to revitalize these "sleeping" assets is something worthy of in-depth consideration by the village collective economic organization. After investigation and comparison, they finally decided to invest in Huangliangfan Ecological Planting Co., Ltd., Liubaosi Grain and Oil Development Co., Ltd., Lu'an Mountain E-Commerce Co., Ltd., and Dahuangdun Agricultural Machinery Service Professional Cooperative. These are all closely related to farmers' lives and operations, and thus Huangdun Village Joint Stock Economic Cooperative was established.

3.2. "Unify" Production and Fully Realize Custody Services for the Entire Industry Chain

In order to solve the problem of decentralized and fragmented farming of farmers' land, Huangdun Village Collective uses specialized rice production as a link and relies on companies and cooperatives to provide whole-industry chain custody services that integrate production and marketing for the village's farmland. Before production, Huangliangfan Ecological Planting Co., Ltd. combined with the actual local conditions, gave a suitable planting plan, and uniformly provided farmers with improved seeds; during the production process, Dahuangdun Agricultural Machinery Service Professional Cooperative provided farmers and business entities with unified mechanical farming, The "Four Unifications" full custody service of machine sowing, machine control and machine harvesting; after production, Liubaosi Grain and Oil Development Co., Ltd. provides warehousing and drying services in the form of order farming, and Lu'an Mountain E-Commerce Co., Ltd. provides online sales services for agricultural products. . The whole process of standardized services forms a production chain integrating production, harvesting, drying and sales, which increases the added value of the product. The process of agricultural production in Huangdun Village explains how to gain benefits from growing grain, how to produce on a large scale, how to build an industrial chain, and how to drive small farmers.

3.3. "Unify" Supervision and Always Adhere to Service Standards without Relaxing Them

The quality of agricultural products is the livelihood guarantee of villagers and an important foundation for the sustainable development of local products. Strengthening the supervision of service quality also builds a bridge of communication, coordination and interest connection between farmers and service entities. Experts from the district and township Ministry of Agriculture and Rural Affairs have formulated some standards based on the specific actual conditions of Huangdun Village, including "Standards for Plowing and Preparation Operations", "Standards for Seeding and Fertilizing Operations", "Standards for Controlling Diseases, Cordymes and Weeds" and "Standards for Grain Harvesting Operations" , agricultural machinery operators and plant protection personnel need to operate according to these standards. Farmers and relevant managers can also use this to supervise and manage. Farmers have limited knowledge. In order to realize agricultural trusteeship, farmers need to sign contracts with service entities, and village collective economic cooperatives must We consider the farmers to ensure that they consume clearly, clearly understand the benefits, and trust them with peace of mind. When farmers sign contracts with service entities, the village collective economic cooperative serves as an intermediary bridge to ensure that the service entities clarify service processes and procedures and fulfill the service agreement. , to ensure service quality and to ensure that farmers can join voluntarily and withdraw freely. It is necessary to attract more farmers to join the village collective through advanced and scientific trusteeship processes and the high quality of product results, so as to achieve long-term and better development.

4. Experience and Problems of Agricultural Production Trusteeship in Huangdun Village, Lu'an City

4.1. Learning from Agricultural Production Experience

4.1.1. The Agricultural Production Trust in Huangdun Village Draws on the Experience of Xiaoliang Village in Si County, Suzhou City, Anhui Province

The agricultural production trusteeship in Huangdun Village refers to and draws on other rural management and production models. The village collective agricultural machinery service professional cooperative founded in Xiaoliang Village provides trustee services to collective members, realizes intensive production of land, and brings more benefits to farmers. Good harvest results also save costs and promote the development of the village collective economy. Under the leadership of the village collective agricultural machinery service professional cooperative and with the active cooperation of farmers, after two years of development, the collective economic income of Xiaoliang Village has exceeded one million, with remarkable results. Suzhou Jinjiayuan Agricultural Socialization Service Co., Ltd. connected with the village collective and reached a consensus on promoting production trusteeship for the whole village. The village collective played a coordinating role, gathered the farmers' scattered land, and signed a trusteeship service contract with the farmers. Finally, The village collective then signs an overall custody service contract with the company. The operation model of Jinjiayuan Agricultural Socialization Service Co., Ltd. is based on the voluntariness of the masses. The village collective pools farmers' land into the company. The company provides everything from the supply of agricultural materials, farming, plant protection, field management, harvesting, storage, drying to Sales 'one-stop' full service. Suzhou Jinjiayuan Agricultural Socialization Service Co., Ltd. has stable cooperative relationships with enterprises such as Anhui Fengle Seed Industry and Suzhou Suji Food Company. This cooperation not only ensures farmers can grow good grain with peace of mind, but also allows good grain to be sold. Good prices are the reason why Xiaoliang Village has successfully achieved economic growth.

4.1.2. Huangdun Village's Agricultural Production Trust Draws on the Experience of Bishan Village, Biyang Town, Yi County

Each village in Bishan collectively arranges a dedicated person to take charge of the field model, and then the company repurchases the agricultural products at a price of 0.1 yuan per catty higher than the national purchase price. Only when the price is higher than the national purchase price, the income is increased, the cost is reduced, and the net income is increased, will farmers trust the village collective and promote the process of agricultural trusteeship. The rice produced by the villagers in Huangdun Village is of better quality and more expensive. Their high-quality rice reduces the amount of medicinal use per mu by more than 30%, reduces the amount of chemical fertilizers by more than 20%, and increases the amount of organic fertilizers by more than 40%. This also improves the quality of the rice. Better, can sell for a higher price.

4.1.3. The Agricultural Production Trust in Huangdun Village Draws on the Experience of Mengcheng County in Haozhou City

In Mengcheng County, Haozhou City, through the hosting service grid, party members and cadres are contracted to outlets and land plots to connect service entities and farmers. Play the role of resolving disputes, guiding operations, and supervising effectiveness. Mengcheng County has effectively solved difficult problems in rural governance such as the straw burning ban through the organic combination of harvesting, planting and banning under agricultural production trust. This is an inspiration for rural governance. There are many problems in rural governance that are difficult to cure. Solving the problems at the source is the most effective way. This requires changing the production method. The traditional way of straw production and processing by small farmers is generally Burning, the country is now vigorously combating the problem of straw burning. Through agricultural trusteeship, all straw is returned directly to the fields or removed from the fields, which can effectively reduce straw burning. It can be seen that the benefits of agricultural trusteeship are not only to increase the economic income of farmers and promote the development of village collective economy, but also to solve some problems in rural governance.

4.2. Problems with Agricultural Production Trusteeship

4.2.1. The Service Subject has Weak Capabilities

Agricultural production trusteeship service entities include rural collective economic organizations, professional service companies, farmers' cooperatives, and family farms. Farmer cooperatives mainly include agricultural planting, agricultural machinery, rice cultivation, agricultural specialty and agricultural machinery specialty cooperatives. Farmer cooperatives need to provide the purchase of agricultural production materials, the sale, processing, transportation and storage of agricultural products as well as technologies related to agricultural production and management. Information and other services. This requires higher professional knowledge from farmers' cooperatives. Currently, farmers' cooperatives are not strong enough and they still need to strengthen their professional knowledge from all aspects. Professional service companies include various types, mainly agricultural development companies, grain banks, grain and oil companies, comprehensive development companies, drying plants and other companies. They provide professional and single services, but there are also some shortcomings. The company's development has not always been good, and the company's life cycle is generally short, and it will face more uncertain factors. It must be carefully chosen to have a certain influence and play an important role in the market. As the backbone company of agricultural socialization services, in the ever-changing environment, it is difficult to maintain the company without innovation. Through innovation, the company can develop new ideas, provide new and better services, and form a new system, thereby Enhance the company's capabilities, which is the guarantee for the company's long-term development.

The weak ability of service entities is the most important problem faced by agricultural trusteeship, and it is also the main factor in improving the effectiveness of agricultural production trusteeship. This requires the Agriculture and Rural Affairs Bureau to select agricultural production trusteeship service entities and select the best service entities.

4.2.2. The Service Area is Not Wide

Service entities have shifted the scope of agricultural trusteeship from crops such as grain, cotton, oil, sugar, and other crops to cash crops such as fruits, vegetables, and tea, expanded service areas, and promoted from planting to breeding and other fields; extended from mid-production to pre-production and post-production links, and improved the drying and drying of agricultural products. The level of socialized services in preservation, warehousing, cold chain and sales, etc., will gradually increase the coverage of production custody in related industrial fields and key links, and effectively enhance the ability of small farmers to integrate into the modern agricultural industry chain and value chain. In addition, it is necessary to rely on modern advanced scientific information technology and make full use of technologies such as the Internet, big data, cloud computing, blockchain and artificial intelligence to improve the digital, networked and intelligent level of agricultural social services. Fully learn from the successful production trusteeship models and experiences in other regions, promote the extension of the trusteeship model to rural life service industries, and develop rural health, elderly care, child care, culture, tourism, sports, housekeeping, property and other life service industries.

4.2.3. Insufficient Policy Support

With the process of socialization, agricultural socialization has also entered people's vision. The public's understanding of agricultural production trusteeship has continued to deepen, the enthusiasm of various regions has continued to increase, the scope of relevant project implementation has gradually expanded, and the demand for project funds in various regions has also continued to increase. To expand the scope of production trusteeship, it is necessary to strengthen the investment of financial funds and provide financial support. At the same time, we must strengthen management, promote standardized processes, standardize the content of contracts, and carry out evaluation and monitoring. The ideas, principles, and content of supporting the trusteeship development of agricultural production are clearly stipulated, and localities are required to adapt measures to local conditions, strengthen system construction, and strengthen normative guidance in terms of service standards, quality, price, credit, etc. Further improve the implementation focus and management methods of production trusteeship projects and standardize project implementation. Strengthen project guidance, model leadership, and mobilize more small farmers to participate in the agricultural modernization process, promote the agricultural modernization process, and scale production. The introduction of relevant policies will provide more development opportunities for agricultural trusteeship, and it is also a prerequisite for agricultural trusteeship to become more scientific, advanced and standardized.

4.2.4. Risks Are Difficult To Control

Farmers can choose half trusteeship or full trusteeship. Half trusteeship requires farmers or collective economic organizations to sign a contract with the service provider. For the specific content of each trusteeship service, both parties agree on standards and make clear explanations and regulations on specific details. The content is relatively It is many and cumbersome, but it is also a prerequisite for ensuring friendly cooperation between the two parties. Farmers can also choose full trusteeship. Full trusteeship requires both parties to agree on the average crop yield per mu or average crop income per mu. If the agreed output or income is not reached, the two parties will negotiate the compensation amount or specific compensation method. The main body of full-service custody services cannot afford to make

losses. If a major disaster occurs and production is reduced, the promises made to farmers will be difficult to fulfill, which can easily lead to social conflicts. In addition, agricultural production custody often adopts a post-payment method. In extreme weather or agricultural products, When market prices drop significantly, farmers are dissatisfied and resistant, and may not actively pay service fees, which is very detrimental to the continued implementation of agricultural trusteeship in the future. Conflicts must be resolved in a timely manner. When a dispute occurs between the two parties, they must actively negotiate to resolve the problem. If the negotiation fails, they should apply for mediation to the agricultural administrative department where the service is located, or file a lawsuit with the People's Court of the service location. Therefore, farmers should learn more legal knowledge and understand basic legal common sense. Service organizations have less funds of their own, weak financing capabilities, and difficulty in obtaining loans, making it very difficult to expand services. Government departments should work with banks and insurance institutions to promote the process of custody services.

5. Agricultural Production Trusteeship and Changes in Traditional Rural Management Methods

5.1. Models and Disadvantages of Traditional Business Methods

Before the 21st century, the impact of modernization and socialization on farmers was not as obvious as it is now. With the rapid development of modernization and socialization, farmers have seen new opportunities, especially young farmers, who yearn for cities and choose to work outside, and their incomes are more Obviously, urban infrastructure and people's livelihood security are better, and the quality of life of migrant farmers has been improved. Education is also one of the reasons why young farmers choose to go out to work. They all hope that their children can receive a better education. It is generally believed that the educational resources and teachers in the city are relatively high, so they will work hard to buy a house and live in the city for the sake of the next generation. All these have resulted in the fact that there are very few farmers engaged in agricultural activities in rural areas, and they are mainly middle-aged and elderly people. There is not enough labor force during the busy farming season, which will lead to problems such as untimely planting of agricultural products, untimely pesticide application, and untimely harvesting. Traditional small farmers have many disadvantages that cannot be done, do it well, and are not cost-effective. The traditional business model is no longer applicable, and the benefits and effects it brings cannot meet everyone's expectations. Most of the remaining farmers in the village are relatively attached to their hometown, have no other skills, and are not suitable for working outside because of their age. It is their normal life to work at sunrise and return at sunset.

5.2. Changes in Agricultural Production Trusteeship

5.2.1. Diversified and Professional Service Team

A series of processes such as planting, cultivating, harvesting, and selling agricultural products are not completed by farmers alone, but are completed by service entities such as agricultural service professionals, farmer cooperatives, rural collective economic organizations, and service-oriented enterprises. They compete for development. Each service entity only needs to focus on the operation process it is responsible for, which is conducive to improving efficiency and innovation, and improving work efficiency. Various social service entities have their own strengths and complement each other's advantages, overcoming the disadvantages of individual farmers' operations and introducing small farmers into the development track of modern agriculture. The party's overall leadership and collective ownership of rural land are the fundamental foundation of the path to agricultural modernization with Chinese

characteristics. Agricultural professional social services represented by agricultural production trusts are the bright colors of the path to agricultural modernization with Chinese characteristics. Small hosting, big service, with strong vitality and broad development prospects.

5.2.2. Agricultural Trusteeship Makes Every Step of the Operation Process Concrete and Scientific.

Each service entity has made detailed standard descriptions and regulations on the entire process of managed service objects (including tillage preparation, land preparation, seed processing, planting field management, crop harvesting, straw processing, drying and warehousing, sales, technical solutions, etc.). Respect the wishes of farmers and provide them with reasonable suggestions. Professional matters should be done by professional subjects. This is the trend of modernization and an inevitable requirement for realizing agricultural modernization.

5.2.3. Initial Exploration of Agricultural Production Trusteeship

After the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China pointed out that it is necessary to improve the agricultural professional socialization service system, develop various forms of moderate-scale operations, and realize the organic connection between small farmers and modern agriculture, various localities actively responded to the national call and began to explore local solutions. The management mode and organizational form have formed practical experience that directly serves farmers and agricultural production, mainly solving problems such as "who will farm the land" and "how to farm good land". For example, Jiangsu's joint farming and joint planting, Hubei's contract farming and planting, Sichuan's agricultural production co-operation system, Shandong's land trust, etc. Although these models have different names, forms, and methods of organizing small farmers, they all entrust some or all of the operations of farming, planting, prevention, and harvesting to socialization without transferring land management rights. The service organization is completed and is collectively referred to as agricultural production trusteeship.

5.2.4. Further Explore a more Complete and Scalable Agricultural Production Trusteeship Model

As the understanding of agricultural production trusteeship deepens and various regions become more proficient in the use of production trusteeship, various regions have explored a number of production trusteeship models that can be replicated and promoted. Our country has a vast territory, with different natural and geographical conditions, different crop planting structures and systems, and different levels of social and economic development. Farmers have different perceptions of production trusteeship. Which production trusteeship model should be developed according to local conditions, and generally based on the farmers' needs. Demand-oriented, for areas where farmers have a strong willingness to operate, we will start with single-link and multi-link trusteeship. For areas with a high degree of agricultural labor transfer, we will focus on promoting models such as comprehensive trusteeship and full-scale trusteeship for key links. In recent years, various regions have explored a number of successful models based on resource endowments and development conditions. For example, Hebei promotes multi-link trusteeship, whole industry chain trusteeship, land share cooperative dividend model and supply and marketing cooperative "agricultural service center" and other models; Shanxi Yicheng innovates six models of "government, enterprise, insurance, agricultural insurance, futures, and bank" Integrated full-cycle production trusteeship; Heilongjiang promotes the "Lanxi model" of "production trusteeship + financial insurance + food bank" throughout the province; Jining, Shandong Province focuses on the development of "service entities + farmers" and "service entities + village collective economic organizations + farmers" "Agricultural orders + service entities + production trusteeship" and "land share

cooperatives + service entities + full trusteeship" and other models. In 2019 and 2020, the Ministry of Agriculture and Rural Affairs launched two batches of 44 typical cases of national agricultural socialization services, which played a good demonstration and driving role in promoting production trust work nationwide.

5.2.5. Agricultural Production Trusteeship Enriches and Improves the Basic Rural Management System

General Secretary Xi Jinping has emphasized many times that adhering to the basic rural management system is not an empty slogan, but has real policy requirements. The two-tier management system based on household contract management and integrating unified management and decentralization is a basic rural management system determined by our party's respect for the pioneering spirit of farmers and based on my country's basic national and agricultural conditions. It has strong vitality and broad adaptability and must be unwaveringly To persist for a long time. The core of adhering to the basic rural management system is to adhere to collective ownership of rural land and adhere to household contract management of land. This is the cornerstone of the party's rural policy.

5.2.6. Agricultural Production Trusteeship is an Effective Path to Realize Agricultural Modernization with Chinese Characteristics

Complete agricultural social services and large-scale agricultural management forms are symbols of agricultural modernization. Looking at the development of agriculture in the world, large-scale expansion mainly relies on land concentration to expand the scale of operations. There are also many explorations to expand the scale of operations through socialized services. Improving the degree of organization of farmers through cooperatives is a successful model and an effective form commonly adopted by developed countries. , but for the vast number of small-scale decentralized farmers in my country, farmers' cooperatives cannot completely solve the problem of a large number of small farmers who do not want to transfer their land and have to solve the difficulties in production and operation. It is necessary to explore an agricultural modernization model with Chinese characteristics that is suitable for our country, and agricultural production trusteeship It effectively solved the problem of improving production and operation efficiency without transferring land, and successfully pushed agricultural operations into the modernization process.

5.2.7. Agricultural Production Trust is an Important Carrier for Social Capital to Enter Modern Agriculture

With the acceleration of rural labor transfer and aging, farmers' demand for social services is becoming stronger and stronger, and the agricultural production trusteeship market has huge potential. A large amount of social capital has entered the field of agricultural socialization services and achieved extraordinary results. These farmer cooperatives and service companies have solved the employment problems of many people. With the current education reform, half of our country's junior high school students will not be able to go to high school. They can enter vocational education and master practical skills, and they can learn some skills related to agriculture. Vocational education is not bad, nor is it lost at the starting line. On the contrary, if they are not suitable for school but are forced to go to high school, they will waste several years of youth and learn new skills. They can find stable jobs and realize their own dreams. value. Among those people, rural children account for the vast majority, and agricultural service companies have provided them with many jobs. Since they grew up in rural areas and are familiar with related agricultural products, they can contribute to local economic development and can also Effectively alleviate labor transfer problems.

6. Research on the Effective Connection between Traditional Agriculture and Modern Agriculture

6.1. Development of Traditional Agricultural Modernization

6.1.1. The Necessity of Traditional Agriculture

There are currently nearly 200 million small farmers in China, and only a small number have completed the transformation of modern agriculture. Some small farmers are still engaged in traditional agricultural production, and even the development of traditional agriculture in a small number of poor areas is at a low level. Due to the vastness of the land, the large number of small farmers, and the long-lasting traditional agricultural economy, it is not appropriate to regard speed as the goal of agricultural modernization, but to pursue long-term, stable and high-quality development. This is a step-by-step process. The traditional small-scale farmer economic model currently has certain advantages. Rich family farming experience has improved the ability of small-scale farmers to face risks.

6.1.2. Use Cooperatives as the Linking Carrier of Agricultural Modernization

The successful case of Huangdun Village's "Grand Union" cooperative has brought a lot of guiding experience to the construction of a modern rural service system. It integrates rural resources into the cooperative, unites the interests of villagers with a joint-stock system, fully transfers land management rights, and fully develops rural areas. Its own industrial chain and service chain have pushed Huangdun Village's economy toward marketization and commercialization. The land trust management method reduces the economic risks of cooperatives and small farmers, and is conducive to maximizing the use of rural resources. By continuously providing modern agricultural technology and scientific management, the cooperative further improves the modern agricultural service system, promotes the scientific and advanced production methods of traditional small farmers, increases the output and production efficiency of small farmers, guarantees the development of rural economy, and promotes the direction of traditional agriculture modernization.

6.2. Countermeasures and Suggestions

6.2.1. Strengthen Talent Introduction

Due to the rapid development of urbanization, talents only flow to developed areas, and the aging of the rural population is becoming more and more serious. Rural economic development requires talent support, and the cultural level and knowledge literacy of most small farmers are unable to lead the operation of the rural economy. The government should increase efforts to introduce talents, encourage young people to develop at the grassroots level, guide college students to return to their hometowns, and promote the development of rural industries.

6.2.2. Strengthen Cooperation and Development with Universities

The development of modern agriculture requires professional and technical support, promotes the cooperative development of rural areas and universities, uses rural areas as scientific research experimental bases of universities, strengthens the transformation of agricultural scientific research results, and also promotes the promotion of scientific research results in rural areas. At the same time, colleges and universities also provide better technical support for rural agricultural development. It is also conducive to rural areas to introduce technical talents from colleges and universities through cooperation with colleges and universities, and become a solid technical resource for development.

6.2.3. Strengthen the Construction of Village Cadre Team

In recent years, the number of rural village cadres has been decreasing, and the number of people applying for village cadre examinations every year has not decreased. Policy support needs to be strengthened to increase the number of village cadres and reduce the pressure on

rural cadres. At the same time, it is necessary to strengthen the work style of village cadres, severely crack down on all kinds of corruption, and maintain the integrity of the cadre team.

6.3. Research Limitations

Huangdun Village Agricultural Trusteeship is a typical case of great success, and has been successfully selected as a typical case of agricultural socialization services in the country. It is not universal for agricultural socialization in most rural areas, because the process of agricultural socialization services in most rural areas is particularly Difficult, this survey is limited to Huangdun Village. The success of Huangdun Village is inseparable from local geographical environment, climatic conditions, talent support and other factors, which is difficult to replicate. Secondly, due to time and funding limitations, the data of this group research team is insufficient, and it is impossible to follow up and grasp new issues and situations in the future. Due to the limited level of this group, the research content is not deep and specific enough, and further on-site inspections are needed in the future.

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