

# Research on the Development Strategy of Rural Cooperative Economy in the Post-epidemic Era

## -- Take the Rural Areas of Northern Anhui as an Example

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### Abstract

In the process of promoting the development of rural economy, many countries and regions have carried out practice and exploration, and have formed a unique development model. After the reform and opening up, the rural economy has developed steadily, but there are still some constraints in the high-quality development of China's rural economy, and it will be a long way to go to achieve the goal of national rural revitalization. This project aims to discuss how the rural cooperative economy develops in northern Anhui. This paper analyzes the development vision and main challenges of Chinese agriculture, and puts forward on the basis of ensuring grain security in the future, We will promote the transformation of the rural economy with high-value agricultural development and non-agricultural employment for the rural labor force, We will significantly increase agricultural labor productivity, We will revitalize the rural areas of farmers and all the people. to this end, It is necessary to speed up urbanization and economic restructuring to promote the sustained growth of non-agricultural employment for rural labor force; The breeding industry takes the lead in eliminating the income gap between workers and peasants through scale and modernization, The planting industry gradually changed to the "28 pattern" and established the corresponding policy support system, so as to realize the rural revitalization of large farmers and small farmers.

### Keywords

Rural Economic Transformation; Agricultural Labor Productivity; High Value Agriculture.

## 1. Introduction

The relatively backward overall development of rural areas is an important embodiment of China's economic and social imbalance and inadequate development, and also the main weakness of building a modern socialist country. The development of China's economy and society needs the participation of the majority of farmers, socialist modernization is more inseparable from the modernization of agriculture and rural areas, and the stable construction of the cause of socialism with Chinese characteristics requires the all-round revitalization of rural areas. In the history of northern Anhui, the army was linked, the countryside was desolate, and the people lived in poverty. After the founding of new China, under the leadership of the Communist Party of China, the peasants in northern Anhui realized the great transformation of "standing up" and "getting rich". Today, the rural areas of northern Anhui have achieved a well-off society in an all-round way, and it is moving forward to "becoming strong" along the prosperous road of rural revitalization. As a part of the central region of China, northern Anhui is located at the border of four provinces and is widely representative. Therefore, it is of great theoretical significance and practical value to study the rural revitalization of the rural

development of the vast Huang-Huai-Hai region. The research of this project will also put forward targeted suggestions for the rural development in the post-epidemic era, so as to better help the rural areas in northern Anhui to achieve economic revitalization and high-quality development [1].

## 2. Research Meaning

### 2.1. Realistic Meaning

The steady growth of grain and the rapid development of high-value agriculture have promoted the growth of agricultural labor productivity and income. The transformation of agricultural industrial structure has met the food consumption demand of urban and rural residents, but has significantly improved the agricultural labor productivity and promoted the increase of farmers' agricultural income. The growth of agricultural production and structural adjustment have shifted urban and rural residents from full to good and more nutritious food consumption. With the growth of grain productivity and the gradual formation of agricultural production pattern featuring high-value crops, animal products and aquatic products, China's agricultural labor productivity and farmers' agricultural income also increased steadily; the transformation of economic structure promoted rural employment, agricultural development and labor productivity improvement; industrialization and urbanization accelerated the expansion of agricultural modernization, and increased agricultural productivity, labor productivity and farmers' income. The process of industrialization has significantly improved the quality and supply capacity of agricultural means of production, provided technical and material support for the wide application of modern inputs such as chemical fertilizers, pesticides, agricultural machinery and water conservancy facilities in agriculture, and improved the level of agricultural modernization and agricultural productivity. At the same time, the expansion of urban population has increased the consumption demand of urban residents for high-value agricultural products, promoted the agricultural development and production of agriculture, and optimized the structure, and thus increased the agricultural labor productivity and farmers' income. The proportion of agricultural GDP decreased from 29.6% in 1980 to 7.7% in 2020; agricultural employment also decreased from 68.7% to 23.6%. By figure 1, although the agricultural labor productivity is lower than the growth of industrial labor productivity, but agricultural labor productivity growth higher than industrial labor productivity (especially since the beginning of the 21st century), which makes the agricultural GDP and employment ratio of narrowing trend, from 39.1% in 1980 to 15.9% in 2020 practice experience shows that the faster the rural economic transformation, rural residents income level is higher.

### 2.2. Theoretical Significance

China's agricultural economic products can not be among the forefront of the world, and China's lack of agricultural products market competitiveness has a greater relationship. The development of rural cooperative economic organizations can expand the scale of production through cooperation and cooperation. The current situation of China's rural economy is inconsistent with the national conditions of western countries, which can not be deliberately imitated or copied. It should be explored in combination with its own national conditions. Agricultural cooperative economic organizations, as the connecting hub between farmers and the market, can better provide farmers with management, finance, raw materials, information and other services. The development of rural cooperative economy needs the unified guidance of leaders and the support of farmers, which should not only give play to the key leading role of cadres, but also be combined with the pioneering spirit of farmers.

### 3. Research Status and Development Trends at Home and Abroad:

Pearl River model " is a typical representative of China's rural areas to promote rural industrialization. The "Pearl River Model" covers 14 cities and counties in the Pearl River Basin of Guangdong Province, also known as the Pearl River Delta (the "Pearl River Delta"). The pearl river delta region of rural areas relying on the reform and opening up policy first advantage and slightly near Hong Kong and Macao location advantage, take the lead in the introduction of Hong Kong and Macao, overseas Chinese and other foreign capital and technology, make full use of labor, land elements such as "bonus", "development is given priority to with" three to fill " export-oriented township enterprises, accelerate the process of industrialization in rural areas. In general, the effective utilization of foreign capital and the pioneering opening-up policy given by the Chinese central government are the main driving forces for the formation of the "Pearl River Model". The rural industrialization process of "Pearl River Model" is more based on the close connection with Hong Kong, China region, and driven by the central policy, it has found opportunities and aspirations for development in the division of labor system of the global trade industry chain.

#### 3.1. Primary Coverage

North Anhui is rich in products and profound cultural deposits, and is the main processing base of agricultural and sideline products in Anhui. As the source of agricultural and sideline products, rural areas in north Anhui still suffer from the current situation of economic backwardness and low per capita income. Especially in recent years, with the development of urban areas, the gap between urban and rural areas has widened, and the development of rural economy in northern Anhui is urgent.

#### 3.2. Innovation

(1) Mechanism reform and innovation (to carry out mutual learning and mutual evaluation between the two villages)

The mutual learning and mutual evaluation mechanism between the two villages refers to the government using drawing lots to determine the two corresponding agricultural economic cooperation organizations, so that they can play the role of mutual supervision and mutual learning in promoting the process of agricultural economic development. In this way, the supervision is effectively implemented to ensure the transparent operation within the mechanism. Learn from and help each other, learn from each other, effectively prevent risks, and improve the efficiency of rural economic development.

(2) Paid land lease (promoting adopted agriculture)

Land adoption " is an emerging agricultural value-added development mode in recent years, which generally refers to consumers' prepaid production costs, producers provide green and organic food for consumers, and establish a production mode of risk sharing and benefit sharing between producers and consumers. Adopt agriculture through land paid transfer, increase employment positions, increase income, slow down the current situation of land into wasteland. The emergence of adoption agriculture can meet consumers' high-quality demand for the safety, green and nutrition of agricultural products, and create a new mode of production and consumption[2]. It also provides conditions for individual farmers to develop their leased land and for the integration of adopted agriculture and characteristic tourism industry. It takes urban residents as the target market and experience and interaction as the selling point of the project, providing personalized play options for adopted customers, and benefiting more tourists and consumers. We will promote a win-win agricultural economy.

(3) Reference to Internet + (construction of live broadcasting base to help agriculture)

With the advent of the Internet era, to broaden the sales channels of agricultural products. However, most farmers still use a single sales method, so they build live broadcasting bases to

help farmers in rural areas, and use the new Internet + model to publicize and sell the agricultural products of agricultural owners. In order to increase farmers' income, stimulate their enthusiasm, but also play the role of propaganda characteristic agriculture. Let the agricultural products face the world, and continue to expand the consumer market. In view of the lack of labor force and brain drain, incentive measures are adopted to attract college students and other groups with high quality to jointly build live broadcasting bases[.

#### 4. Literature Review

In the process of promoting the development of rural economy, many countries and regions have carried out practice and exploration, and have formed a unique development model. After the reform and opening up, the rural economy has developed steadily, but there are still some constraints in the high-quality development of China's rural economy, and it will be a long way to go to achieve the goal of national rural revitalization. This project aims to discuss how the rural cooperative economy develops in northern Anhui. This paper analyzes the development vision and main challenges of Chinese agriculture, and puts forward on the basis of ensuring grain security in the future, We will promote the transformation of the rural economy with high-value agricultural development and non-agricultural employment for the rural labor force, We will significantly increase agricultural labor productivity, We will revitalize the rural areas of farmers and all the people. to this end, It is necessary to speed up urbanization and economic restructuring to promote the sustained growth of non-agricultural employment for rural labor force;The breeding industry takes the lead in eliminating the income gap between workers and peasants through scale and modernization, The planting industry gradually changed to the "28 pattern" and established the corresponding policy support system, so as to realize the rural revitalization of large farmers and small farmers.

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