

# Research on the Cultivation of New Professional Farmers in Anhui Province from the Perspective of Rural Revitalization

## -- Taking Jinzhai County, Lu'an City as an Example

Changchang Chen, Ziyi Huang, Keyi Ren

Anhui University of Finance and Economics School of Finance and Public Administration,  
Bengbu, China

### Abstract

Cultivating new professional farmers is an urgent requirement and an important way to speed up the construction of modern agriculture. It is a key project that constitutes a new agricultural production and management system. New professional farmers are the core subject of the new agricultural management system and the future of modern agriculture. Cultivating new professional farmers is of great significance to promoting rural revitalization and promoting the integrated development of urban and rural areas. This article takes Jinzhai County, Lu'an City, Anhui Province as an example, starting from the connotation of new-type professional farmers, analyzing the current situation of the cultivation of new-type professional farmers in Jinzhai County, discovering the problems in the process, combining with my own thinking, referring to other good practices, according to Jinzhai According to the actual situation in Zhai County, targeted suggestions are put forward.

### Keywords

Rural Revitalization; New Professional Farmers; Jinzhai County; Countermeasures.

## 1. The Concept of New Professional Farmers

In 2012, the term "new professional farmers" officially appeared in the No. 1 Central Document. Cultivating new professional farmers is an important measure for the country to cultivate practical talents in rural areas and promote the development of modern agriculture. So far, the cultivation of new professional farmers is still a hot issue and a key project all over the country. There are many theories about the concept of new professional farmers. According to the relevant documents issued by the Ministry of Agriculture in 2013 and the subsequent "Thirteenth Five-Year Plan", the new professional farmers are mainly divided into three types: production and management, professional skills and social service. Modern agricultural practitioners earning income [1][2]; Professor Zhu Qizhen believes that in addition to meeting the general conditions of farmers, the new professional farmers must first meet the three requirements of being a market subject, having a high degree of stability, and having a sense of social responsibility and modern responsibility concepts. Conditions [3]; Zhang Xiaoshan, a senior agricultural expert, said that in addition to production, investment, management, and decision-making, new-type professional farmers also bear market risks and natural risks, and are the main body of new-type agricultural management; Ding Lijun and others believe that new-type professional farmers are engaged in modern agriculture. Farmers with entrepreneurial spirit who are mainly engaged in production, agricultural management or agricultural services, etc., pursue the maximization of benefits [4].

To sum up, I believe that new-type professional farmers are modern agricultural practitioners who have new ideas, master new technologies, regard farmers as their lifelong career, and have

corresponding professional skills. They are the core subjects of the new agricultural management system.

## 2. The Status Quo of Cultivating New Professional Farmers in Jinzhai County

Jinzhai County is located in the western border of Anhui and the hinterland of the Dabie Mountains. It used to be the most typical poverty-stricken county in Anhui Province, with a total area of 3,814 square kilometers, 337,400 mu of arable land, and a total population of 680,000. There is a serious shortage of labor force, and the agricultural labor force is "part-time, aging, and low-educated". Therefore, it is necessary to cultivate new types of professional farmers, so as to solve the problems of fewer farmers and how to farm scientifically caused by the above situation, and to ensure my country's Food security is at the same time building a new countryside and promoting rural revitalization.

According to the survey, since Jinzhai County was listed as a pilot county for the cultivation of new-type professional farmers by the Ministry of Agriculture of Anhui Province, as of 2021, Jinzhai County has cultivated more than 4,500 new-type professional farmers. During the cultivation process, Jinzhai County closely focused on the actual agricultural development of the county, adhered to the principle of "based on industry, government-led, departmental coordination, and focus on actual results", and implemented a "staged, practical training, and participatory" education and training model. Combining theory with practice, it has made a significant contribution to the development of Jinzhai County's agricultural economy, and has been highly appraised by provincial and municipal departments. In terms of training objects, focus on large agricultural households, family farmers, and backbones of farmers' professional cooperatives with agricultural production experience, large industrial scale, and high overall quality. At the same time, young graduates and young and middle-aged migrant workers who return to their hometowns to start businesses are encouraged. And other people with lofty ideals actively participate in training to ensure sufficient reserves of agricultural management talents and take the road of sustainable development.

In the process of cultivating new-type professional farmers, Jinzhai County adopts various methods such as concentrated theoretical teaching, practical training operations, and outing visits, which to a certain extent have changed the students' business philosophy, opened up new ideas for agricultural development, and broadened the students' horizons, mobilized the enthusiasm of the students. In addition, the Jinzhai County Government has issued a series of support policies for new-type professional farmers, giving preferential policies to new-type professional farmers in the development of production land, taxation, loans, and tracking services, and at the same time establishing an information management system for new-type professional farmers in Jinzhai County, to provide relevant service guidance for new professional farmers.

## 3. Problems in the Cultivation Process of Jinzhai County

### 3.1. Insufficient Talent Reserve

With the continuous development of modernization and urbanization, a large number of agricultural labor forces in rural areas have been lost, and most of them are concentrated in cities and towns. Most of them left in rural areas are the elderly, women and children. They generally have low cultural and technical qualities. It is difficult to meet the standards and requirements for cultivating new-type professional farmers[5]. At the same time, due to factors such as ideology, agricultural production costs, and the low social status of traditional farmers, the young and middle-aged labor force is unwilling to engage in agriculture, and the

endogenous motivation to stay in the countryside is insufficient, resulting in a small number of new professional farmers that can be cultivated and a lack of talent pool.

### **3.2. The Training Effect is not Good**

Due to the uneven cultural qualities of the farmers who participated in the training, the degree of mastery of the training courses is also different, and the theoretical content is too professional for them to digest. The enthusiasm and initiative still need to be improved [5][6]. Jinzhai County adopts a centralized teaching method, and the training content is too broad to meet the individualized and differentiated needs of trainees. Moreover, the training time is limited, and the training effect needs to be improved.

### **3.3. Supporting Policies are Not in Place**

Jinzhai County does not have many supporting policies for the cultivation of new-type professional farmers. At the same time, policies such as land use, taxation, and loans have not been perfected, and some of them cannot be fully implemented. Many new-type professional farmers report that with the development of large-scale and integrated industries, they often encounter Insufficient land for base construction, difficulty in industrial financing, slow application approval and other difficulties, conflicts between reality and ideals, and various factors restrict the development of new professional farmers and the agricultural industry economy, becoming a development bottleneck [7].

## **4. Countermeasures and Suggestions for Cultivating New Professional Farmers**

### **4.1. Strengthen Publicity and Innovate Concepts**

For a long time, the social status of farmers has been generally low in people's minds. Most people think that farmers have no future for development. In addition, the agricultural investment cycle is long, the income decreases slowly, and the income and payment are difficult to be proportional. Those who are willing to engage in agricultural work There are very few people, and the endogenous motivation to cultivate new professional farmers is insufficient. Therefore, the government should strengthen publicity, promote the transformation of people's ideas and concepts, and turn farmers into a decent job. At the same time, cooperate with colleges and universities, especially for agriculture-related college students, increase the publicity of their graduates' successful employment and entrepreneurship cases in rural areas, and enhance the attractiveness of new professional farmers to college students of the right age [8]. Correspondingly, it is necessary to Improve the development environment of new-type professional farmers, improve supporting policies and facilities, solve worries, guide practical talents willing to stay in the countryside, expand the team of new-type professional farmers, and promote the vigorous development of the agricultural management industry [6].

### **4.2. Innovate Training Methods and Enhance Training Effects**

According to different training needs, reasonably organize training forms. Due to the low quality of the trainees themselves, the theoretical knowledge can be taught to the trainees in easy-to-understand ways such as video teaching or detailed picture explanations, so as to enhance the interest of theoretical learning and stimulate the enthusiasm of trainees for active learning. At the same time, more attention is paid to practical operation drills, to enhance students' hands-on ability, to improve the pertinence and scientificity of courses, to teach students in accordance with their aptitude, and to meet the individualized and differentiated learning needs of students. In addition, a platform for mutual assistance and communication can be set up. In addition to teachers answering questions, students can also help each other, share and exchange their own experiences, and improve the training effect [6].

### 4.3. Strengthen Farmers' Vocational Education and Improve Their Overall Quality

Farmers' vocational education is an important measure to cultivate new-type professional farmers. It is necessary to form a government-led and multi-party linkage mechanism to provide institutional guarantees, policy preferences and technical support for farmers' vocational education. Encourage farmers to study part-time in agriculture, systematically learn scientific and cultural knowledge related to the new agricultural industry, improve cultural quality and scientific literacy, and better help rural revitalization and modern industrial development. Implement the farmers' vocational education subsidy policy, encourage and guide college graduates to work at the grassroots level in rural areas, and inject fresh blood and vitality into agricultural development. At the same time, relevant professional and technical personnel are introduced to lead farmers to learn new theories and technologies, improve professional skills, and help farmers scientifically.

### 4.4. Strengthen Policy Implementation and Optimize the Development Environment for Professional Farmers

Increase support such as loan financing and develop inclusive finance. For farmers who meet the relevant loan requirements, especially the leaders of the new agricultural industry, the loan amount will be appropriately increased according to the specific situation, so as to solve the financing problems caused by the continuous expansion of the industrial operation scale. difficult situation. Continue to develop the microfinance business for farmers, strengthen support for large agricultural households and professional farmers' cooperatives, cultivate leaders in the agricultural industry, lead the agricultural industry to develop on a large scale and industrialize, and strengthen the rural collective economy. At the same time, improve the relevant service system, establish an evaluation and feedback mechanism, strengthen follow-up tracking services, accurately grasp the development status of new-type professional farmers and give corresponding guidance in a timely manner when necessary, to ensure the healthy development and growth of the new-type professional farmers. Establish professional farmers' professional title evaluation and supervision and assessment mechanism [9], reward and commend all kinds of talents, and encourage farmers to become professional farmers.

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