

Strategies for Agricultural Economic Management in the Context of New Rural Development

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Abstract: Against the backdrop of new rural development, agricultural economic management serves as a crucial means of promoting rural economic growth. The selection and implementation of strategies in this area are particularly critical. This paper delves into the main issues faced by agricultural economic management in the context of new rural development and proposes strategic recommendations such as improving the agricultural economic management system, enhancing agricultural technological innovation, strengthening agricultural talent cultivation, and perfecting the agricultural product market system. The aim of this paper is to provide reference and guidance for relevant departments and enterprises to formulate effective agricultural economic management strategies during the new rural development, thereby promoting sustainable and healthy rural economic growth.

Keywords: New Rural Development; Agricultural Economic Management; Strategy Discussion

Introduction

With the continuous advancement of new rural development, the role of agricultural economic management in promoting rural economic growth has become increasingly prominent. However, current agricultural economic management still faces a series of challenges and issues, such as imperfect management systems, lagging technological innovation, talent shortages, and underdeveloped market systems. These problems not only hinder the healthy development of the agricultural economy but also affect the overall progress of new rural development. Therefore, discussing strategies for

agricultural economic management in the context of new rural development holds significant practical and theoretical value.

1. Background of New Rural Development and Its New Requirements for Agricultural Economic Management

New rural development is a crucial component of China's modernization efforts. It aims to achieve comprehensive rural progress and holistic development of farmers through measures such as improving rural infrastructure, enhancing rural public services, and promoting adjustments in the rural industrial structure. In this process, agricultural economic management,



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as a key link in rural economic development, must adapt to the overall requirements of new rural development. This involves continually innovating management concepts and methods to provide strong support for the transformation and upgrading of the rural economy. Firstly, new rural development demands that agricultural economic management places greater emphasis on ecological environmental protection. Traditional agricultural economic management has often focused primarily on increasing yield, neglecting the importance of ecological conservation. However, within the context of new rural development, it is imperative to fully recognize the close relationship between ecological protection and agricultural economic growth. The concept of green development must be integrated throughout the entire process of agricultural economic management to achieve a harmonious balance between agricultural economic development and environmental sustainability. Secondly, new rural development requires that agricultural economic management pays more attention to technological innovation and talent cultivation. Technological innovation is a crucial driver of agricultural economic growth, while talent cultivation forms the foundation of technological advancement. Therefore, agricultural economic management must increase investment in technological innovation, actively introduce and promote advanced agricultural technologies and management practices. Simultaneously, it should strengthen efforts in rural talent cultivation, enhancing the scientific, cultural literacy, and professional skills of farmers, thereby providing robust talent support for the innovative development of the agricultural economy. As the market economy deepens, agricultural economic management must adapt to changing market demands by strengthening the agricultural product market system, improving the agricultural product distribution network, and enhancing the market competitiveness of agricultural products. Additionally, it is essential to bolster agricultural informatization, utilizing modern information technology to elevate the informatization level of agricultural economic management, thereby providing strong support for the modernization of the agricultural economy.

2. Main Issues Facing Current Agricultural Economic Management

2.1 Incomplete Agricultural Economic Management System

The agricultural economic management system is the foundation of agricultural economic development. However, the current agricultural economic management system in China has not fully adapted to the needs of a market economy, presenting several deficiencies.(1). Excessive Management Layers. In the agricultural economic management process, numerous departments are involved, resulting in a complex management hierarchy. This leads to lengthy decision-making processes, inefficient information transmission, and low policy implementation efficiency. Such a cumbersome system not only increases management costs but also reduces the timeliness of policies, making it difficult to respond to the rapidly changing market environment.(2).Low Decision-Making Efficiency. Due to the incomplete management system, the decision-making process often involves excessive interest conflicts and power struggles, leading to long decision-making cycles and poor outcomes. This not only hampers the normal development of the agricultural economy but also harms the interests of farmers.(3).Unclear Responsibilities. In the process of agricultural economic management, the division of responsibilities among various departments is often unclear, leading to situations where responsibilities are shirked, and no one is held accountable. This not only affects the effective implementation of policies but also undermines the authority and credibility of agricultural economic management departments.

2.2 Insufficient Agricultural Technological Innovation Capability

Agricultural technology serves as a crucial support for agricultural economic development. However, China's current agricultural technological innovation capability is insufficient, hindering efficiency improvements in agricultural production and quality enhancements of agricultural products. On one hand, there is inadequate investment in agricultural technology research and development. Compared to developed countries, China's investment in agricultural technology research and development is relatively low, resulting in limited technological innovation achievements and an inability

to meet the demands of agricultural production. On the other hand, the agricultural technology extension system is imperfect. Despite the establishment of a certain scale of agricultural technology extension system in China, issues such as incomplete extension mechanisms and low quality of extension personnel hinder the transformation of agricultural technology achievements into practical productivity. Additionally, the inadequacy in agricultural technological innovation capability is also reflected in the lack of an enabling environment for agricultural technology innovation. China's agricultural technology innovation environment has not fully formed, lacking effective incentive mechanisms and policy support, resulting in talent loss and declining innovation capability in agricultural technology.

2.3 Shortage of Agricultural Talents

The current shortage of agricultural talents in China severely restricts the development of agricultural economic management. (1). Severe Rural Talent Drainage: With the acceleration of urbanization, a large number of rural youth laborers are moving to cities, resulting in an inadequate rural talent reserve. This not only affects the labor supply for agricultural production but also weakens the talent foundation for agricultural economic management. (2). Low Quality of Existing Agricultural Workers: Due to historical reasons and limitations in education levels, the overall quality of existing agricultural workers in China is generally low, lacking modern agricultural knowledge and skills. This hampers the improvement of agricultural economic management levels and the modernization of agricultural production processes. (3). Incomplete Mechanisms for Agricultural Talent Cultivation: Currently, China's agricultural talent cultivation system is not complete, lacking specialized training and introduction mechanisms for talents in agricultural economic management. This leads to a significant gap between talent supply and demand.

2.4 Imperfections in the Agricultural Product Market System

The agricultural product market system is a crucial component of agricultural economic management. However, China's current agricultural product market system is imperfect, facing several issues. (1). Complexity and High Cost of Agricultural Product

Circulation: Due to the inadequate agricultural product circulation system, agricultural products need to pass through multiple circulation links from production to sales, leading to increased circulation costs and reduced market competitiveness of agricultural products. (2). Widespread Asymmetry of Agricultural Product Information: In the agricultural product market, widespread information asymmetry makes it difficult for farmers to obtain accurate market information, resulting in production decision errors and difficulties in agricultural product sales. Consumers also find it challenging to understand the true situation of agricultural products, affecting consumer confidence and market order. (3). Incomplete Agricultural Product Market Supervision System: Currently, China's agricultural product market supervision system is not yet fully developed, with single regulatory methods and insufficient enforcement, leading to frequent issues with agricultural product quality and safety, which in turn affects the healthy development of agricultural economy.

3. Strategies for Agricultural Economic Management in the Context of New Rural Development

3.1 Improving the Agricultural Economic Management System

Establishing a sound agricultural economic management system is the cornerstone for enhancing the efficiency of agricultural economic management and promoting sustainable agricultural development. Firstly, it is crucial to clarify the responsibilities and authorities of management departments at all levels. By formulating clear lists of responsibilities and powers, a management pattern characterized by consistency and clear division of labor can be established, effectively avoiding the phenomenon of passing the buck and improving management efficiency. Additionally, enhancing communication and collaboration among departments to form synergy can jointly promote the in-depth implementation of agricultural economic management work. Secondly, optimizing management processes and simplifying management levels are essential. By reducing unnecessary approval processes and shortening decision-making cycles, decision-making efficiency can be improved, making agricultural economic management more flexible and efficient.

This helps to respond promptly to market changes, adjust agricultural economic policies, and promote the healthy development of agricultural economy. Thirdly, strengthening publicity and enforcement efforts is essential. Publicity should reach grassroots levels, enabling farmers to understand policy content and enhance their sense of identity^[1]. Moreover, increasing enforcement efforts to ensure policy implementation and effectiveness are crucial. Accountability mechanisms should be established for departments and individuals who fail to implement policies effectively, ensuring the policies are effectively implemented.

3.2 Enhancing Agricultural Technological Innovation

Agricultural technological innovation is the core driving force behind agricultural economic development and the realization of agricultural modernization. Firstly, investment lays the foundation for technological innovation. Efforts should be made to increase investment in agricultural technological innovation. By establishing special funds and providing tax incentives, stable financial support can be provided to research institutions and enterprises. This not only stimulates the enthusiasm of researchers but also attracts more social capital into the field of agricultural technological innovation. Secondly, the transformation and promotion of scientific and technological achievements are crucial. Efficient mechanisms for transforming agricultural scientific and technological achievements should be established to promote the integration of technological achievements with agricultural production practices. Through organizing technology promotion activities and establishing agricultural technology demonstration zones, advanced agricultural technologies and management experiences can be disseminated to farmers, thereby improving the technological content and efficiency of agricultural production. Thirdly, talents are the core elements of agricultural technological innovation. Attention should be paid to the cultivation and introduction of agricultural science and technology talents, and a sound talent cultivation mechanism should be established. By strengthening cooperation with universities and research institutions and introducing high-level agricultural science and technology talents, while also enhancing the cultivation of local agricultural science and technology talents, their innovation capabilities

and practical levels can be improved^[2].

3.3 Strengthening Agricultural Talent Cultivation

Agricultural talent cultivation is crucial for improving the level of agricultural economic management and plays an important role in promoting new rural construction and the sustainable development of agriculture. Firstly, deepening our understanding of the rural education system is essential, recognizing the importance of education in enhancing the quality of farmers and cultivating new types of farmers. By strengthening rural basic education, ensuring that every child receives good education lays a solid foundation for their future development. Meanwhile, vocational education and adult education should not be ignored, as they directly improve farmers' professional skills and help them better adapt to the needs of modern agricultural development. Secondly, it is necessary to formulate and implement a series of preferential policies to attract more outstanding talents to engage in agricultural economic management careers. This includes providing generous salaries, good working environments, and broad development prospects. Through these measures, we can attract more college graduates, professionals, etc., to join the agricultural economic management team, injecting new vitality and wisdom into agricultural economic management. Thirdly, enhancing the training and education of agricultural economic management personnel is also crucial. By regularly organizing training courses, seminars, etc., we can improve their business capabilities and management levels. Encouraging agricultural economic management personnel to engage in independent learning and innovative practices continuously enhances their own qualities and abilities.

3.4 Improving the Agricultural Product Market System

The agricultural product market system is an essential component of agricultural economy, directly related to the efficiency of agricultural production and the increase of farmers' income. Firstly, emphasis should be placed on optimizing the agricultural product circulation network and reducing circulation costs. This includes strengthening the construction of agricultural wholesale markets, farmers' markets, etc., and improving the modernization level of agricultural product circulation. By building efficient and convenient circulation

networks, losses in the circulation process can be reduced, circulation efficiency can be improved, thereby increasing farmers' income. Secondly, the construction of agricultural product information service platforms is also crucial. Information asymmetry is one of the important factors restricting the development of the agricultural product market^[3]. Therefore, we should actively use modern information technology to establish agricultural product information networks, timely release information such as agricultural product prices and supply and demand, provide accurate market information to farmers, guide them to adjust production structure according to market demand, and avoid blind production. Thirdly, encouraging farmers to participate in market competition is also an important measure to improve the agricultural product market system. By fostering new agricultural management entities such as farmers' cooperatives and leading enterprises, the level of organization and market competitiveness of farmers can be improved. These entities can better integrate agricultural resources, improve agricultural product quality, expand sales channels, thereby increasing the added value and market share of agricultural products.

3.5 Improving Agricultural Security Mechanisms

In the current situation, it is urgent to improve agricultural security mechanisms. Firstly, the quality and safety of agricultural products are directly related to consumers' health and must be strictly regulated. We should formulate and implement stricter agricultural product quality standards to ensure that every link from the field to the table meets safety requirements. Strengthening agricultural product quality monitoring, promptly discovering and addressing potential risks, ensures consumers buy with confidence and eat safely. Secondly, supervision of agricultural product market access is also crucial. Pesticide residues and the use of veterinary drugs are important hidden dangers to agricultural product safety and must be strictly controlled. By establishing agricultural product traceability systems, we can clearly understand the sources and flows of agricultural products. In case of problems, rapid tracing and measures can be taken. Strengthening agricultural product quality

testing is also a key link in ensuring the safety of agricultural products entering the market. Thirdly, the establishment of an agricultural insurance system is of great significance for reducing agricultural risks and safeguarding farmers' rights and interests. Faced with natural disasters and other irresistible factors, farmers often suffer heavy losses. By setting up agricultural insurance funds and promoting agricultural insurance products, we can provide risk protection for farmers, reduce their economic burden, and enhance their ability to resist risks.

Conclusion

In conclusion, under the backdrop of the new rural development, agricultural economic management faces both new challenges and opportunities. By implementing strategies such as improving the management system, strengthening technological innovation, enhancing talent cultivation, and perfecting market systems, we can effectively promote the healthy development of agricultural economy. In the future, with the deepening of new rural construction and the accelerated development of agricultural modernization, agricultural economic management will play an even more crucial role. We need to continually explore and innovate agricultural economic management concepts and methods, making greater contributions to the prosperity of rural economy and the prosperity of farmers.

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