

# Optimize the Path of Rural Revitalization Driven by Family Farms

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**Abstract**— As a series of documents concerning family farms have been issued, provincial and municipal governments at all levels have actively implemented the directives of the documents and taken multiple measures to support and encourage the development of family farms. A wave of construction of family farms has swept across the country. Family farms, as one of the forms of new agricultural operating entities, have emerged to meet the new trend of agricultural development in China. It is worth noting that the positioning of family farms should be clarified, and the direction should be found during its growth process. It has rich value implications for promoting rural revitalization. However, we still need to focus on the shortcomings and cannot ignore the real problems that arise in its development process. In this way, we can formulate ideas and propose an optimized path for the sustainable and healthy development of family farms, providing reference and reflection for solving the stability and sustainability dilemma of agricultural operating entities in the future and promoting the modernization process of agriculture and rural areas.

**Keywords**— Rural, family farm, rural revitalization.

## I. INTRODUCTION

The report of the 20th National Congress of the Communist Party of China clearly pointed out that "consolidating and improving the basic rural management system, developing a new type of rural collective economy, developing a new type of agricultural management and social services, and developing an appropriate scale of agricultural management" as a new type of agricultural management, since the central document No. 1 was first proposed in 2013, it has been well developed throughout the country. Gradually become the foundation and core of modern agricultural management system. Developing and improving the quality of family farms is a key measure to promote industrial modernization, stimulate the internal drive of rural revitalization and enable common prosperity, and is the only way to promote the high-quality development of agriculture. On the new journey of the new era, how to standardize and effectively cultivate family farms, lead agriculture to moderate scale operation, improve quality and efficiency, let more farmers live a rich and happy life, and achieve rural revitalization is an issue worthy of attention.

Early family farm occupies a certain position in agricultural production, and it takes independent individual production as the main mode. After the implementation of household contract management in rural China, individual farmers contracted more land to the collective for large-scale management, and the term "family farm" began to be widely spread and understood. The speed at which rural land is being transferred has increased recently due to the acceleration of industrialization, urbanization, and the large-scale migration of rural labor force. As a result, the size and structure of agricultural operations have also improved. Large growers, family farms, professional cooperative organizations, and prominent agricultural firms make up the modern agricultural operating system that has progressively come into being. Family farm is an important part of the new agricultural management system. As a common agricultural management mode in rural areas, family farm has the comprehensive characteristics of traditional family management and small-scale management. In the process of rural revitalization, a number of rural practical talents and

leaders with advanced agricultural ideas, modern agricultural technologies and certain business experience have emerged in rural areas. They have organized and established family farms to carry out large-scale, intensive and commercialized agricultural production and management, making agricultural income gradually become the main component of household income, and family farms have been recognized by the majority of farmers. Get flourishing.

## II. THE VALUE IMPLICATION OF FAMILY FARM TO PROMOTE RURAL REVITALIZATION

After winning the battle against poverty and building a moderately prosperous society in all respects, the focus of the CPC Central Committee's work on "three rural areas" has historically shifted to comprehensively promoting rural revitalization. Based on this, we should continue to develop and expand family farms to put more emphasis on serving rural revitalization as the direction of progress, fully explore the development achievements of family farms, drive the people to steadily increase income and get rich, enable the realization of the general requirements of rural revitalization of "Rich life, ecologically sustainable, rural civilization, prosperous industry, and efficient government are necessary for it to fully utilize its potential for reviving rural areas. Boost the process of rural revitalization.

First, it is conducive to effectively curbing the return to poverty. The development and expansion of family farms is a practical need to effectively curb the return to poverty and impoverishment. With the introduction of encouragement and support measures for family farms in various provinces, family farms have gradually developed vigorously, their production and operation scale and intensification have been continuously improved, and their operating efficiency has been steadily improved. It has increasingly become one of the important forces leading the moderate scale management of agriculture in rural areas and realizing the stable production and supply of important agricultural products. Through the operation of family farms, farmers out of poverty can also unite to organize large-scale production, realize the effective connection between

farmers out of poverty and the market, provide sufficient favorable conditions for the income increase of rural families, and promote the prosperity of farmers. In the process from the beginning to vigorous development, the degree of organization and the ability of group development of family farms have gradually improved, to a large extent, to ensure that the masses have a certain considerable family income, and these sources of income as an internal development power is sustainable and stable, This can successfully stop farmers from falling back into poverty and essentially consolidate the gains made in the fight against poverty.

Second, it is beneficial to optimize the allocation of rural land resources. Family farms get high returns and carry out high-quality development with moderate scale management as the keynote. In the process of development of family farms, in order to ensure the appropriate scale of land management, various measures have been taken to improve the rural land transfer mechanism, vigorously promote the reform of the separation of three rights, and fully respect the will of farmers, release the land management right, and promote the centralized and continuous transfer of agricultural land to new business entities such as family farms, which has largely solved the problem of land fragmentation. To a certain extent, it can alleviate the phenomenon of rural land abandonment, improve the efficiency of land use, effectively promote the optimal allocation of land resources, release agricultural potential, so as to promote the large-scale and intensive development of agricultural production, promote the land use planning and scientific spatial layout of "chess game", and greatly improve the quality and efficiency, increase the effective supply of agricultural products.

Third, it is conducive to cultivating modern rural industries. Cultivating and developing family farms is an inevitable requirement for stabilizing agricultural foundation, improving agricultural quality, efficiency and competitiveness, and is the only way to promote agricultural modernization. With the continuous expansion of the scale of family farms and the continuous improvement of benefits, its management philosophy, management model and scientific and technological content are gradually moving towards the direction of modernization, and gradually realizing the unification of economic benefits and ecological benefits. Moreover, family farms have the characteristics of dual subjects, which are both production subjects and service subjects. Therefore, it also plays a catalytic role in integrating small farmers into modern agricultural development and realizing the organic integration of small farmers and agricultural modernization. Some family farms strive to improve the comprehensive benefits of agricultural output by means of modern agricultural technologies. Gradually forming an industrial system integrating planting, processing, sales and service has promoted the integrated development of the primary, secondary and tertiary industries and become an innovative force promoting agricultural modernization.

### III. THE PRACTICAL PROBLEM OF FAMILY FARM BOOSTING RURAL REVITALIZATION

At present, the situation of poor foundation, weak foundation and lagging development in China's agriculture and rural areas has not been fundamentally changed, the most obvious weak link in economic and social development is still in agriculture, rural areas and farmers, and the weakest link in modernization is still agriculture and rural areas. Both historically and realistically, family farms play an indispensable role in promoting the overall revitalization of rural areas and the modernization of agriculture and rural areas. However, it should also be objectively seen that the current development and expansion of family farms are still facing many constraints and practical difficulties, only by effectively solving these practical problems, in order to promote the realization of rural revitalization.

First, the family farm is small, weak, scattered, lack of professional personnel. The comprehensive strength of family farm is at a relatively weak level. As a new agricultural management model, family farm has not formed a systematic development model, and the standardization level is not high. The operation of some farmers' family farms lacks rules and regulations, is not operationally strong, and the development mode lacks normative guidance. A considerable proportion of family farms are remote in geographical location, underdeveloped in transportation and communication, and have large shortcomings in the introduction of new varieties, access to market information, product quality control and application of new technologies. The value chain is short, the added value of products is not high, and the brand cultivation is insufficient, resulting in the practical problems of weak development ability. In addition, some family farmers lack a certain reserve of agricultural knowledge, management level is not high, lack of experience, resulting in family farm operation difficulties. With the acceleration of urbanization, comprehensive talents who know technology, operation and good management in rural areas have been greatly lost. The managers of farmers' professional cooperatives and family farms are generally older, less educated, less active in self-acquisition of new knowledge, and generally lack high-quality talents with specialized agricultural knowledge, which hinders the further development of family farms to a certain extent.

Second, the operation risk is large, lack of effective mechanism. Family farms as a whole scale, industrialization, mechanization degree is low, lack of a certain ability to run. Agricultural production is in the environment of nature and is largely affected by a variety of natural factors. Farmers still rely on the weather for their livelihood. In addition, affected by the epidemic, the increase in the cost of means of production, and the lagging sales of products, the revenue capacity of agriculture has declined, and most family farms have a low degree of marketization and weak ability to resist market risks. It is easy to be affected by external conditions and fluctuate, coupled with the failure of family farms to form a stable agricultural industrialization consortium with agricultural industrialization enterprises, resulting in a lack of income stability. Moreover, the government's support policies for family farms are insufficient, and many favorable policies for

agriculture cannot radiate into the field of family farms. They only include the cultivation and development of family farms into the creation goal or the object of awards and subsidies, and do not give much support to the development process of small family farms and micro family farms. As a result, many family farmers have low enthusiasm for development and are negative in the face of whether to further develop.

Third, it is difficult to popularize agricultural technology and lacks the ability of sustainable development. At present, the application and promotion of agricultural science and technology in China's current rural development process is relatively slow. The key to agricultural development is to improve agricultural productivity, and the improvement of agricultural productivity is closely related to the innovation of agricultural technology. However, according to the analysis of the current situation, after the extension of some agricultural science and technology to rural areas, due to the lack of agricultural scientific research experts, the quality of farmers does not match the requirements of agricultural science and technology, so farmers still need a lot of time to explore and become skilled in the use of agricultural technology. It is difficult to popularize and apply agricultural technology, which leads to lagging popularization of rural agricultural technology. Moreover, the product portfolio of family farms shows the characteristics of unity, and each family farm lacks the brand building of local agricultural products, resulting in poor visibility. In the process of development, many family farms ignore the combination with ecological development, and the development mode is simple, failing to effectively combine the local transportation, regional and other resource advantages to carry out multiple mode development, and the development process is too simple, resulting in blocked development prospects and lack of sustainable development potential.

#### IV. THE OPTIMIZATION PATH OF FAMILY FARM TO PROMOTE RURAL REVITALIZATION

Family farm is one of the new management subjects in line with the road of rural revitalization and development of socialism with Chinese characteristics in the new era in the process of comprehensively implementing the rural revitalization strategy, and it is an innovative development of China's agricultural land production and management mode in the new era. Based on the historical background of comprehensively promoting rural revitalization, it is necessary to fully recognize the necessity of developing and expanding family farms, focus on the shortcomings on the basis of summarizing its historical implications, clearly see the realistic problems faced by family farms in promoting rural revitalization, and then clarify the future development direction, improve accuracy and pertinence. It should be promoted from the aspects of increasing publicity, adhering to guidance and scientific and technological guidance, so as to promote the comprehensive and high-quality development of family farms under the background of the new era, guide them to become the vanguard and backbone of agricultural and rural reform and development, and thus promote the process of comprehensive rural revitalization.

Strengthen training and publicity, strengthen service guidance. First, we will carry out training on new agricultural technologies. Put the development of family farms in an important position, attach importance to the cultivation of the quality of family farm operators, systematically include family farm operators in the training scope of new farmers, mobilize a variety of training resources related to agricultural production, conduct "point-to-point" training according to the ability and quality of operators and professional characteristics, and guide them out of the psychological dilemma of "making no money in agriculture". Gradually cultivate a group of new professional farmers who can implement policies, master technology and understand management. We will intensify efforts to cultivate farmers' main bodies, conduct training for leaders of family farmers and farmers' cooperatives in the whole industrial chain, strengthen and enhance the ability of business entities and improve the overall quality of business operators, so that family farmers' agricultural skills, market awareness and management level can meet the needs of The Times, and actively cultivate a group of people who have mastered agricultural technology and are good at capturing information. Market-conscious operators to adapt to the operation of the family farm. Second, pay more attention to service guidance. Family farm is a new agricultural management model which the Party and the government focus on in the new era, and it cannot lack the support of a sound agricultural socialized service system. From the practical experience of some places, on the basis of guiding the orderly circulation of land, combined with the cultivation of new agricultural operators to carry out moderate scale management, adopt a variety of measures to actively and steadily promote the healthy development of family farms, such as policy support, demonstration guidance and perfect services, and gradually guide the reform of land property rights of family farms in the new development stage. We will further improve the land transfer service system. Under the background of the new era, we should innovate financial products and services, and tailor a set of feasible measures to support family farms. It is necessary to effectively establish relevant agriculture-related service centers, establish service promotion mechanisms, provide family farmers with services and products covering the entire industrial chain, provide policy advice and business guidance for family farmers, promote the standardization and convenience of business services, and provide more guarantees for the development of family farms. Agricultural departments at all levels should proceed from the local actual situation, further delineate the identification criteria for family farms, create and establish a family farm file mechanism, improve the standardized operation system of family farms, and achieve the standardization of production and management of family farms.

Adhere to market orientation and create a distinctive pattern. First, understand the market demand, always adhere to the problem-oriented and results-oriented. Due to the large-scale, intensive and commercial production and operation of family farms, the management characteristics of family farms are obvious. Family farmers must calculate costs, strengthen management and pursue profits in accordance with the enterprise management mode, and must adapt to the market and expand the market, so they need to have strong market



competitiveness. In the process of development, it is necessary to effectively highlight policy support, shape characteristic brands, increase cultivation and publicity efforts, and pay attention to the diversity of products by helping family farms carry out certification of green food, organic food, and local characteristic agricultural products, so as to occupy the market position to the greatest extent. Through product diversification, variety and diversification, we should cope with potential market risks, improve market competitiveness, ensure market stability and returns, effectively solve the problems that family farm operators are looking forward to, promote the effectiveness of family farm security work, and enhance the vitality of family farm development. Second, we need to carry out structural adjustment and pilot demonstrations. Further adjust and optimize the industrial structure of family farms, create an innovative model, take the local actual situation as the starting point, focus on forest, fruit, vegetables, flowers, tea and other local characteristic industries, and strive to cultivate a number of family farms with moderate scale, obvious benefits and strong demonstration, and radiate to promote their large-scale development. In addition, the demonstration of family farm creation work, guide farmers to develop moderate scale management, the application of advanced technology, the implementation of standardized production, cultivate a group of family farms with strong market adaptability, to point with the surface, radiation to drive the optimization of more family farms, so that a small family farm in the transformation and upgrading of modern agriculture. At the same time, we will actively guide the joint cooperation between family farms and other new business entities, establish a relatively close interest linkage mechanism, encourage business entities to develop new industries and new formats, innovate business models, strengthen supporting industrial functions, build a diversified, complementary and efficient modern agricultural organization system, and create a new development pattern of characteristic industries.

Strengthen the leadership of science and technology, accumulate strength and sustain development. First, scientific and technological innovation will lead agricultural development. Integrate digital construction into agricultural development, make full use of platforms such as "Internet +" and new media network delivery, try to develop various "Internet + consumption" channels such as e-commerce sales and live delivery, cultivate family farmers' e-commerce operation capabilities, promote agricultural digital transformation, and improve the level of supporting services for rural e-commerce. Accelerate the deep integration and development of family farms and rural e-commerce, deepen the network enabling effect, and fill the gap in the development of rural agriculture Internet. Moreover, we will fully support the application of smart agriculture in family farms, encourage family farms to gradually integrate scientific and technological innovation elements, innovate their own development model, cultivate unique business models such as the combination of planting and breeding, ecological recycling, and the combination of agriculture and tourism, and constantly enhance their market adaptability and adaptability. Attaching importance to the application of agricultural technology in the

development process of family farms, especially the comprehensive promotion of food crop production technology with low demand elasticity, such as cultivation technology, fertilization technology, crop irrigation technology and disease and pest control technology, to help improve the quality of industry, promote agricultural income and efficiency, and lay a solid foundation for rural revitalization. Second, it should be combined with ecological development. Under the background of the implementation of rural revitalization strategy, farmers' awareness of ecological environmental protection is gradually enhanced, and ecological agriculture has become the inevitable trend of agricultural development in the future. Family farms are mainly distributed in the fields, and green production and good ecology are the important trends of their development. In order to improve the sustainable development level of family farms, ecological benefits and agricultural functions should be organically combined, integrated into the local cultural connotation of rural areas, ecological farms with beautiful characteristics should be built, and rural green tourism functions should be expanded. Moreover, it is necessary to combine advantageous resources such as transportation and region, actively build an industrial development model integrating green production, sales and leisure, and create a well-known brand with characteristics. In the realization of green development at the same time to obtain economic benefits, so that sustainable development capacity continues to improve.

## V. CONCLUSION

Compared with western developed countries, the development of family farm in China started relatively late, but with the national attention and the adoption of multiple measures to deepen the cultivation of family farm, it has gradually become one of the new agricultural management subjects with excellent development momentum. The historical practice of the development of family farm in many places has proved the strong vitality of this new model. This is also one of the necessary ways to realize the modernization of agriculture and rural areas in China, which can lay a solid foundation for the realization of rural revitalization. All in all, the family farm business model is very suitable for the current needs of China's agricultural development, and has shown a strong momentum of development, and its development prospects are good.

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