



## Study on the Path of Agricultural Development in Western Guangdong in the Context of Rural Revitalisation- Taking N Town, Potou District as an Example

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### Abstract

In 2025, the first document of the central government, "Opinions of the Central Committee of the Communist Party of China and the State Council on Further Deepening Rural Reform and Solidly Promoting Comprehensive Rural Revitalisation" (hereinafter referred to as the "Opinions"), "Opinions" pointed out that, to achieve the Chinese-style modernization, it is necessary to speed up the comprehensive revitalization of the countryside, adhere to the priority development of agriculture and rural areas, adhere to the integration of urban and rural areas, and improve the level of rural industrial development, rural construction, rural governance level. Boost the efficiency of agriculture, the vitality of rural areas and the income of farmers. Western Guangdong is located in the western part of Guangdong, including the provinces of Zhanjiang, Maoming and Yangjiang, rich in natural resources. Due to geographical conditions and historical development restrictions, the economic development of the townships has long been based on the industry of intensive traditional agriculture, with an unreasonable industrial structure and a lagging development model, which has seriously constrained the development of the local economy. Under the background of the country vigorously promoting the comprehensive revitalisation of the countryside, the agricultural industry in the western region of Guangdong should grasp the national policy support, make full use of the local geographical and resource advantages, change the mode of rural economic growth, and comprehensively realise the revitalisation of the countryside. According to the division of production objects, China's agriculture can be divided into planting, forestry, animal husbandry and fishery. In this paper, we only start from the planting industry in N-town, and explore the development path by combining the three aspects of agriculture, rural areas and farmers.

**Keywords:** Rural Revitalisation, Western Guangdong, Agricultural Industry Development

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### Introduction

The specific objectives of modernisation of agriculture and rural areas in Guangdong Province during the "14th Five-Year Plan" period are to take the lead in agricultural modernisation in the country, to make key breakthroughs in the construction of fine rural areas, to take solid steps in the cultivation of smart farmers, and to basically establish an institutional mechanism for integrated development of urban and rural areas <sup>[2]</sup>. The objective of agricultural modernisation in western Guangdong is to build a demonstration zone for modernisation of tropical subtropical agriculture in western Guangdong and an exquisite countryside with special characteristics in western Guangdong, so as to promote the linked development of the region. Western Guangdong region is backward in economic development, not strong in scientific and technological strength, low degree of modernisation in agricultural development, low level of industrial chain, mostly supplying raw materials, and insufficient deep processing of agricultural products. In order to develop the local economy, N town used to develop tourism, but the remote location, unable to form the industry chain, tourism development failure, in order to achieve rural revitalisation and economic development, the local should be based on regional resources and industrial advantages, do a good job in the core technology of agriculture, and get out of a new agricultural road <sup>[3]</sup>.

### **The current situation of agricultural development in N town**

N town agriculture is mainly planting, mainly food crops and cash crops, the agricultural structure is single, to a certain extent, restricting the overall development of agriculture, the town's agriculture is mainly sugarcane, peanuts, corn, the lack of characteristic agricultural products; a single variety of agricultural products can not meet the requirements of market diversity. In the early days, the lack of water resources, barren land, serious sand and little vegetation, resulting in the agricultural industry is mostly based on crude family workshops <sup>[4]</sup>. With the development of rural construction, the local construction of water conservancy, food for vegetables, through the farmers themselves to replant and entrust the transfer of replanting way, replanting abandoned land. Through the construction of mechanised roads, water wells, drainage and irrigation projects, and the upgrading of arable farming conditions, some village areas have been included in the scope of high-standard farmland construction, which to a certain extent enhances economic development and improves the rural environment. Due to the low value of agricultural output, low degree of mechanisation, and fierce competition in the market of agricultural products, farmers have a single source of income and a low level of income, affecting their motivation <sup>[5]</sup>.

### **The problems of agricultural development in the town of N**

#### **1. Weak foundation of agricultural industry**

N town, many shoals, soil fertility is insufficient, there are large areas of abandoned land, the early construction of standard farmland due to the input standard is not high, resulting in low quality of arable land, yield is not high and other issues. The town's traditional agricultural pattern is still dominant, the planting industry is mainly concentrated in rice, potatoes and peanuts, the agricultural structure is single, the variety of agricultural products is incomplete, the level of the industrial chain is still low, mostly supplying raw materials; the overall processing technology of agricultural products is not high, and there is insufficient deep and intensive processing, insufficient investment in technology and capital, and a lack of diversified development.

#### **2. Inadequate rural infrastructure**

N Town currently has 13 administrative villages, in recent years, under the leadership of the rural revitalisation strategy, the villages have made great improvements in village appearance, infrastructure, human settlements and public services, but there are still some shortcomings. In terms of infrastructure construction, the degree of road hardening in some remote villages is insufficient. N Township currently has 13 administrative villages, and in recent years, under the leadership of the strategy of rural revitalisation, the villages have made great improvements in the appearance of the villages, infrastructure, human settlements, and public services, but there are still some shortcomings. In terms of transport construction, some remote villages have insufficient hardening of roads, poor road network accessibility, and inconvenient traffic, which increases the cost of transporting agricultural products and affects the travelling of villagers; in terms of public services, some villages have insufficient stability of water supply and power supply, and unbalanced communication network coverage, which affects the convenience of villagers' production and

life as well as the digitalisation of rural areas; in terms of the ecological environment, there is illegal logging in some villages. In terms of ecological environment, some villages have the phenomena of illegal logging, agricultural surface pollution and direct discharge of domestic sewage, which lead to soil erosion, eutrophication of water bodies and other problems, threatening the ecological balance, and also affecting the sustainable development of rural economy.

#### **3. The main role of farmers is not apparent.**

The average number of years of education of farmers is relatively low, and the proportion of rural labourers with education level of junior high school or below is relatively high, leading to a structural decline in the quality of rural labour force, which limits the improvement of farmers' ability to receive new knowledge, skills training and innovation. The tendency of farmers to be "revitalised" and "marginalised" is prominent, and there is also the phenomenon of "the government does the work, the farmers look on" and the phenomenon of "waiting, relying and wanting". There is still the phenomenon of "the government doing and the farmers watching" and the "wait-and-see" mentality of dependence, and farmers lack the initiative to participate actively; the pressure on farmers to increase their income continues to increase, and the absolute gap between the incomes of urban and rural residents is on a trend of increasing, so that farmers do not have enough kinetic energy to sustainably and steadily increase their incomes; there is a serious lack of social welfare for farmers, and the level of old-age pension protection for rural residents is far from meeting the standards of urban workers, and the systems of employment, housing, children's education and social security have further exacerbated the sense of marginalisation.

### **4. Effective Measures for Agriculture Development in N Town**

Land is the foundation of agricultural development, agricultural development in N Town should fully implement the arable land protection system and land saving system, strictly abide by the red line of arable land protection, and resolutely curb arable land "non-agricultural". Focus on the quality and use of arable land in key areas such as high-standard farmland construction zones, functional food production zones, and reclaimed paddy project areas to ensure the quality of arable land. Deepen the implementation of the forest manager system, strengthen the protection and cultivation of forest resources, continue to carry out afforestation and restoration of old and valuable trees, and improve the effectiveness of forest resources management<sup>[6]</sup>; deepen the deepening of the structural reform of the agricultural supply side, vigorously develop the industry of enriching the people and villages, and stabilise the effective supply of important agricultural products, and promote the development of fine agriculture towards standardisation, scaling up and modernisation.

#### **Agriculture**

##### **1. Based on regional resources, the development of speciality agricultural products**

The implementation of industrial countryside town action, in-depth promotion of "a town of an industry, a village of a product", according to local conditions, the development of characteristics of small towns <sup>[7]</sup>. N town's main crops for peanuts and potatoes, in the production of peanuts, the local

response to the standard of the domestic market of high-quality peanuts, the development of fresh peanut production industry. At present, the town peanuts have been planted on a large scale, should further develop mechanised production technology, focus on building peanut planting and processing industry base, increase peanut production, construction of peanut deep-processing production line, to create the peanut brand effect; at the same time should make full use of the characteristics of the sandy soil, and cooperation with agricultural research institutes, the introduction of the cultivation of potato adapted to the sandy soil environment, high-yield and high-quality new varieties, expand the planting area of potato products and increase the output of potato crops from the source.

## **2. Improve the circulation system and increase the added value of the industry**

Co-operate with the postal service, SF and other logistics companies to set up integrated logistics service shops in administrative villages, integrate capacity resources, develop town-level agricultural logistics platforms, and rely on the "industrial goods to the countryside" distribution system to build up "agricultural products" upstream channels and reduce transport costs. Taking the reform of the rural science and technology system as an opportunity, the implementation of agricultural product processing to the origin of the transfer, the establishment of processing raw material bases in the production area, the optimisation of production, warehousing, packaging and other aspects of the effective improvement of the conditions for the processing of agricultural products, to extend the industrial chain<sup>[8]</sup>. At the same time, the promotion of green agricultural products processing technology, the development of ready-to-eat products, and improve the added value of products.

### **Rural areas**

#### **1. Integrate urban and rural planning and improve infrastructure**

In conjunction with the requirements of the Three-Year Action Plan for Comprehensive Optimisation and Upgrading of Village Planning in Guangdong Province, co-ordinate village planning and improve infrastructure<sup>[9]</sup>. To ensure forward-looking and practical planning, when promoting village planning in a coordinated manner, full consideration should be given to the land utilisation rate, the diversity of agricultural product cultivation and additional production development, and the convenience of residents' production and living, etc. Through in-depth research and analyses, the ecological space for rural production and living should be scientifically laid out to satisfy not only the needs of agricultural production, but also farmers' aspirations for a high-quality living environment. In terms of infrastructure construction, we will effectively enhance the disaster prevention and resilience of agricultural production through the construction and maintenance of irrigation dykes and dams, etc. In terms of transport facilities, we will improve the existing "cut-off roads", accelerate the mending of short boards of roads, promote the upgrading and reconstruction of roads and the construction of intra-village roads, and accelerate the construction of hardened and widened roads as well as the construction of networked roads, so as to open up the roads between villages, towns and towns, and to improve the quality of life of farmers. accelerate the construction of road hardening, widening and networking projects to open up

the road links between villages and towns and ensure the smooth transport of agricultural products, and in terms of electric power facilities, through the upgrading of power grids, to ensure the stability and safety of electricity used in rural agricultural production and processing of agricultural products, and to provide a strong safeguard for the economic development of the countryside.

#### **2. Improve the ecological environment and create a livable countryside**

In accordance with the "three clean-up, three demolition, three rectification" task work requirements, the town-wide publicity and rectification, and continue to change the bad habits affecting the rural living environment. First, improve the living environment, for rural mud-brick houses to carry out demolition and reclamation work, change the living style, combined with the situation in front of and behind the house, according to local conditions to create vegetable gardens, orchards and other small ecological plate, comprehensively improve the rural living environment; second, co-ordinate the construction of villages toilets and sewage treatment facilities, carry out a wide range of policy propaganda throughout the town to improve the cognition of the farmers, the implementation of the system of responsibility for the main body, carry out the construction and renovation of rural sanitary toilets, comprehensively popularise the countryside, and the construction of rural sanitary toilets. toilet construction and renovation, and comprehensively popularise rural public toilets. In accordance with the overall planning of the whole region, and in conjunction with the towns, the unified promotion of domestic sewage treatment, the realisation of rainwater and sewage diversion, sewage discharge pipeline collection, and the use of ancillary facilities for centralised collection for the use of sewage resources.

### **Farmers**

#### **1. Strengthen talent cultivation and stimulate endogenous power**

Continuing to carry out training for farmers, combining talent services and policy support, strengthening the training of rural business management personnel, opening training courses to match the modernisation of agriculture and rural development and the needs of the new countryside construction, introducing advanced technology, and carrying out special technical training services for farmers of different business subjects, actively promoting and carrying out the cultivation of rural e-commerce personnel, and improving the level of farmers' digital sales and management. We have created a group of "technically savvy, good at business, and good at management" rural people, and driven farmers to participate in rural revitalisation from "point to point".

#### **2. Focus on people's livelihood and welfare, and strengthen the status of the main body**

Giving full play to the main role of farmers in rural revitalisation, we are committed to comprehensively improving the pension security system for rural residents, and establishing and improving a multi-level, wide-coverage rural pension service system; at the same time, we are actively expanding and optimising the construction of ancillary facilities such as employment services, housing improvement and children's education, which are closely related to the lives of farmers; and we are also pushing for

balanced development of education, so that children in the countryside can also enjoy fair and quality education, laying the groundwork for their future development. education, laying a solid foundation for their future development.

### Research Project

General Project of Lingnan Normal University Research on the Development Path of Agricultural Industry in Western Guangdong under the Background of Rural Revitalization - Taking N Town in Potou District as an Example" (WY2215).

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