

Research on Rural Green Development Issues and Strategies Under the Background of Rural Revitalization

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Abstract: The green transformation of agricultural production is one of the important measures to promote the high-quality development of agriculture and realize rural revitalization. As a big agricultural country, although China has made great achievements in the process of agricultural development, the problem of resources and environment cannot be ignored. In the process of implementing the rural revitalization strategy, it is necessary to strengthen compliance with the principles of green development, practice the concept of green production, and create a green rural industrial environment. Through a comprehensive analysis of rural revitalization strategies, the problems faced in the process of rural green development are pointed out, and their improvement strategies are proposed.

Keywords: Rural revitalization, Green development, Rural production.

1. Introduction

Promoting green agricultural development is not only a strategic measure to resolve the resource and environmental crisis brought about by conventional agricultural development methods, but also a favorable opportunity to deepen the structural reform of the agricultural supply side and promote the rural revitalization strategy. At the current stage, an important meeting in China has proposed a rural revitalization strategy, which aims to achieve a well-off society in an all-round way and build a modern and powerful country, and establish the direction of agricultural development in the new era. With the development of urban-rural integration, the economic level and material conditions of rural areas have been significantly improved. The purpose of implementing the rural revitalization strategy is to endow China's rural areas with more elements of a modern society. Rectification to a new level of living standards. The era value of agricultural green development The green development of agriculture is the premise guarantee to keep up with the development needs of farmers and meet the improvement of the rural ecological environment. To achieve China's green development, we must first start with basic rural ecological construction, comply with the current economic development requirements, and truly realize the ideal pursuit of harmonious coexistence between man and nature.

2. The Value of Rural Green Development

2.1. Satisfy the Life Value of Rural Natural Beauty

As the oldest form of human civilization, China is world-renowned for its vast territory and 5,000-year history. The beauty of China emphasizes the harmony of beauty and the harmony between man and nature. The most basic of these is that my country accounts for the vast majority of rural areas. China strives to be the most beautiful, and the countryside must be beautiful. To make rural areas into a high-quality healthy state of returning to nature and ecology is the

country's current and even a long-term strategic goal in the future. The implementation of the rural ecological revitalization strategy meets the requirements of rural residents for fresh air, clean water, healthy food, and a beautiful environment, and greatly improves the life happiness index of ordinary people.

2.2. The Production Value That Conforms to The High-Quality Development of The Rural Economy

The development of ecological civilization has become the development consensus of globalization in the 21st century. In the process of exploring green development, agriculture and rural areas have always been the focus of development in my country under the analysis of the national conditions of seeking truth from facts. At present, my country is still in the primary stage of socialism. Most young and middle-aged people are attracted by the first- and second-tier cities with convenient transportation facilities, intelligent technology, and material life, while rural areas have gradually become the left-behind places for vulnerable groups such as the old and the young, which has greatly led to the imbalance of my country's economic development, and also made higher-level green development a difficulty. From the connotation of green development, it can be seen that a high-quality revitalization strategy is not only a single good environment, but also develops agriculture with the help of green, low-carbon, low-energy, and low-cost production methods, thereby forming ecological organic, eco-tourism, traditional handicrafts, etc. An integrated rural emerging green development industry, effectively supporting the cornerstone role of rural revitalization in the economy.

2.3. Maintaining the Ecological Value of Natural Harmony

The traditional Chinese philosophical concept of "harmony between man and nature" has been developed and inherited to this day, and it is reflected in the reality of contemporary Chinese society, that is, "the harmonious coexistence of man and nature". In recent years, "lucid waters and lush mountains

are invaluable assets" has become the core concept of green ecological civilization, and the countryside has become an important position for this concept to become a reality because of its unique conditions. On the one hand, the natural scenery, fresh environment and natural water sources of "green water and green mountains" have long been hard to find in big cities, which makes this series of "luxury goods" the biggest brand and advantage in the countryside; on the other hand In terms of "lucid waters and lush mountains", there is great potential for development. Under the guidance of national policies, the local villagers make correct and reasonable use of such resources, which can promote the efficiency of rural industries in tourism, food specialty products, traditional crafts and other aspects. , to improve farmers' economic income, turn "innate" natural resources into "acquired" natural economy, and maximize the benefits of ecological value.

3. Problems Faced by Rural Green Development

3.1. Lack of Awareness of Green Agricultural Development

Most farmers do not have green awareness, which is an important reason hindering China's agricultural development. Farmers are the core of agricultural production and the backbone of the country's agricultural development. However, some farmers generally lack cultural literacy, have low level of technical application, and are slow in the sustainable development of agriculture. The resource base in rural areas is relatively weak and the level of economic development is relatively backward. Therefore, some farmers hardly focus on family income in their work in agricultural production, unaware that agricultural production will bring greater economic benefits. According to research, farmers will first think of market value when planting crops, and economic benefits will have a significant impact on family life. If the concept of green ecological environmental protection is ignored, there will be irreparable adverse effects. To implement the rural revitalization strategy, all localities should actively strengthen the promotion of the concept of green development, introduce some policies and regulations related to agricultural green production, and put forward modern development strategies in combination with the interests of the broad masses of the people, which can promote farmers' in-depth understanding to a certain extent. Development concept of green agriculture.

3.2. Rural Development Is Constrained by Resources

First, both the quantity and quality of cultivated land showed a downward trend. The development of construction land has made the contradiction between cultivated land and cultivated land more and more prominent in recent years, and the land use rate has been affected, and due to the influence of traditional farming methods, the scope of use of new farming modes is relatively limited, and the use rate of chemical fertilizers is high, resulting in greatly increased soil fertility. decline. In addition, the use of pesticides, white pollution, and straw disposal have greatly affected soil quality. Second, water waste and pollution problems coexist. The distribution of water resources in my country is more in the south and less in the north. As the main grain-producing area in my country, the north is easily affected by the weather and

causes yield loss. On the basis of this imbalance of resources, the phenomenon of water resource waste in my country is also extremely prominent. On the one hand, the irrigation method is backward. A large number of rural areas have not adopted advanced drip irrigation technology and still use traditional drainage methods for irrigation; on the other hand, farmland Water conservancy facilities have not yet filled the vacancies in terms of water and electricity consumption, and facilities with unsound functions have also caused waste of resources. Finally, the problem of brain drain is serious. my country's rural labor force and highly educated brain drain are serious, which hinders the development of rural modern management methods and the level of science and technology. Lack of correct guidance and conceptual innovation, extensive rural management will continue to damage existing resources and have an adverse impact on the promotion of green agricultural development.

3.3. Casualization of Lifestyle and Environmental Awareness

With the rapid development of the Internet and the transformation and upgrading of informatization, the network environment has become particularly popular in rural areas. Whether through mobile data or TV propaganda, villagers have achieved a relatively consistent lifestyle in terms of quality of life and housing conditions. However, the phenomenon of "modern indoors, dirty outdoors" is still evident in most rural areas. Pollution problems such as garbage dumping without special treatment, random discharge of sewage, and livestock manure can be seen everywhere are the first problems to be solved in the modern and contemporary rural ecological revitalization process. Both village committees and ordinary residents in rural areas of our country are still at the stage of attaching importance to material food and clothing and the quality of life. The ideology has not yet risen to the protection of the ecological environment. Secondly, the legal system is not well understood, and theoretical propaganda cannot be effective. In a timely manner, this still remains in the management and production cognition of traditional agriculture to a certain extent, and the awareness of participation in environmental governance is not strong. Focus on the central link. It can be seen that rural ecological revitalization requires the government to take the lead and all villagers to recognize and participate in order to improve the sense of ownership in the green development of agriculture and rural areas, and to build an ecologically livable and beautiful village as its own responsibility.

3.4. Lack of Green Agricultural Technology and Talent Support

Science and technology and talents are the internal driving force to promote the development of green agriculture, and they are also an important support for the development of the rural green economy for a long time. The development of agriculture cannot be separated from the improvement of production technology and the training of professional talents. Only by strengthening the application and promotion of agricultural technology and promoting green The transformation and upgrading of agriculture can realize the development of green agriculture better and faster. "Promoting agricultural technology innovation and strengthening the application of agricultural technology is an important part of agricultural green development and rural

economic development." On the whole, in the field of agricultural technology, scientific and technological workers have achieved fruitful achievements, but in the research and development of green agricultural technology there are still deficiencies in innovation. First, some areas attach little importance to green agricultural technology, do not give sufficient financial support and preferential policies, and ignore the promotion and application of agricultural technology. The level of development. Second, there is a lack of professional and technical personnel related to the development of green agriculture in rural areas. Compared with traditional agriculture, the development of green agriculture requires more theoretical and practical professionals. In the promotion stage of agricultural technology, farmers have some obstacles to the learning and application of green agricultural production technology due to their low quality and cultural level, which restricts the promotion of new green agricultural technologies and new products, resulting in low conversion rate of agricultural scientific and technological achievements and agricultural technology. The slow development of science and technology has hindered the wide application and development of green agricultural technology.

4. The Realization Path of Green Agricultural Development Under the Background of Rural Revitalization

As an important aspect of rural economic development, green agriculture is not only a key link to strengthen the construction of new socialist countryside, but also an inherent requirement to promote the construction of ecological civilization. It plays a vital role in the sustainable development of agricultural and rural areas. Only by promoting the transformation of green agriculture and ecology and satisfying the people's yearning and pursuit for a green lifestyle can a solid material foundation be laid for the construction of a beautiful China. At present, the practical difficulties faced in the process of green agriculture development can be achieved by strengthening rural infrastructure construction, establishing the concept of green agricultural development, and developing modern digital green agriculture, thereby providing a strong guarantee for the high-quality development of the rural economy.

4.1. Strengthen Rural Infrastructure Construction

Rural infrastructure construction is one of the main factors restricting green development. Some remote areas have inconvenient transportation and few channels to obtain information, which are easily affected by transportation conditions. In the process of green agriculture development, efforts should be made to improve the infrastructure conditions of green agricultural production, transportation, sales and distribution, accelerate the pace of development of green agriculture, improve the market competitiveness of agricultural products, and stimulate greater development potential. Road construction is not only an important link in the development of green agriculture, but also acts as a platform and channel for communication between rural areas and the outside world. While strengthening infrastructure construction, attention must be paid to protecting the ecological environment. More high-quality green agricultural products enter the consumer market, and truly realize the

integrated development of production, transportation and sales. In addition, to promote the development of green agriculture, it is necessary to improve production conditions, increase the yield of crops and agricultural production efficiency, implement special projects that give priority to improving rural transportation conditions, strengthen the construction of rural road facilities, and make up for the backward production and transportation conditions in rural areas and the lack of smooth roads for green agricultural development, etc. We will further improve the quality and level of green agricultural development, and accelerate the process of agricultural modernization.

4.2. Establish the Concept of Green Agricultural Development

The concept of green development is the inheritance and innovation on the basis of sustainable development, and it is also the inherent requirement of implementing the concept of green development in the new era. In recent years, due to the lack of understanding and lack of concept of green agricultural development by farmers in some areas, there have been many food safety problems. Therefore, farmers must be allowed to change their backward development concepts and fully realize that the development of green agriculture will bring to agriculture and rural areas. Immeasurable economic and ecological benefits. "The current green development has become the development trend of modern agriculture. It is necessary to strengthen the concept of green development, enhance the awareness of green production, transform the rich ecological resources in rural areas into green industries that lead farmers to become rich, and promote the development of green industries." First of all, it is necessary to strengthen publicity. Through green knowledge publicity, energy conservation and emission reduction and other activities to improve farmers' awareness of green agriculture, practice green lifestyles in practical actions, and protect the ecological environment. Secondly, farmers' awareness of green development must be enhanced, and farmers should be encouraged to actively participate in green actions based on the actual local conditions, enhance their awareness of ecological protection, and practice the concept of green development in the construction of beautiful villages. Finally, it is necessary to change the way of thinking, formulate corresponding green living standards, stimulate farmers' sense of identity with green development, and lead rural revitalization with the concept of green development, so as to continuously deepen the new situation of rural green agricultural development.

4.3. Promote the Construction of Agricultural R&D Bases

Science and technology are the primary productive forces, and green technology research and development is conducive to the final high-quality output of agriculture. Although my country's scientific and technological strength is not comparable to that of most developed countries, on the other hand, it shows that there is sufficient research space for agricultural green technology. Technology is an important link in promoting green development, so it is necessary to create a research and development platform for agricultural scientific and technological achievements. The first is to strengthen the link between agriculture-related colleges and the local agricultural industry. Agriculture-related colleges and universities started with "agriculture". In their entire

discipline and professional system, agriculture-related disciplines play a leading role, and on this basis, relevant support and related disciplines are extended. The disciplines and areas of expertise in the professional development of agricultural sciences [17]. Agriculture-related colleges and universities have all their own senior agricultural production project experience, professional agriculture-related technical teams, and excellent agricultural knowledge training environment, which inject new vitality and impetus into the green development of agriculture and agriculture, and also enable college students to obtain agricultural social practice. platform. The second is to build an agricultural green digital platform to promote the comprehensive transformation of agricultural green. Building an agricultural big data platform for data integration and analysis is conducive to comprehensive and accurate monitoring of agricultural production processes, intelligent agricultural crop cultivation technology, and data analysis of agricultural green components to achieve healthy agricultural development. The construction of the technology platform provides efficient management means for the green development of agriculture and promotes a virtuous circle of agricultural production.

4.4. Increase the Use of Green Technology

Science and technology serving agriculture can effectively improve the output and quality of agricultural products, realize the effective recycling of resources, get rid of traditional agricultural production methods, and empower the sustainable development of agriculture with science and technology. The input of science and technology can include seed cultivation, planting process, agricultural waste disposal and other aspects of agricultural production. The first is to carry out agricultural green technology innovation, relying on scientific research platforms to develop improved seed breeding technology, and the biggest problem of agricultural non-point source pollution is the unreasonable use of pesticides and fertilizers. To change the status quo, we must start from the research and development of pesticides and fertilizers to double their effectiveness. . For example, Tao Yuan suggested that the replacement of chemical fertilizers with organic fertilizers will become an effective way to alleviate the contradiction between economic benefits and environmental protection, ensure the quality and safety of agricultural products, and realize the green transformation and sustainable development of agricultural development under the new normal. Pay attention to the use and recycling of agricultural production waste, and reduce the erosion of chemical products on the land. The second is to improve waste treatment technology. To deal with the source problems in agricultural planting, we should also pay attention to the finishing touches of agricultural production. Wastes generated in fishery, planting, forestry, and animal husbandry, such as residual pesticide packaging bags, straws and other solid wastes, generate pollution elements and occupy land resources. Therefore, it is necessary to improve the technical ability to deal with solid wastes to achieve The organicization

of agricultural waste implements the "environmental protection" concept of green agricultural development.

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