

# Study on the Current Situation and Countermeasures of Fruit and Medicine Setting Industry in the Context of Rural Revitalization

-- A case study on site C of Shuicheng district, Liupanshui city, Guizhou, China

**Qing Yan, Huiyi Liang, Deying Wu, Feng Tao**

Guizhou Education University, Guiyang 550018, China

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**Abstract:** Industrial revitalization injects strong kinetic energy for the comprehensive revitalization of the countryside, and industrial revitalization is the foundation and key to the comprehensive revitalization of the countryside. The article is based on the current situation of industrial development in Liupanshui Faer Town, which is planting honey plum sets of Chinese herbs, and according to the field investigation, it is found that the honey plum sets of Chinese herbs industry has certain problems in terms of infrastructure, sales channels, and sets of planting mode professionals. As a result, targeted initiatives are proposed to improve the facility environment, actively build information platforms, and cultivate diverse technical talents in a targeted manner to comprehensively help rural revitalization.

**Keywords:** Fruit and Medicine Set Seeding, Status Quo, Countermeasures, Rural Revitalization.

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## 1. Introduction

In recent years, Liupanshui Hair Ear Town actively responded to the national rural revitalization strategy, and vigorously develop the bee sugar plum set of Chinese herbal medicine industry. At present, the industry has begun to take shape and become an important way for villagers to increase their income and get rich. Because of the reasonable planting of Chinese herbs in the orchard, not only can improve soil fertility, improve the environment, but also can inhibit the growth of weeds, play the role of "grass mulching", to realize the fruit and medicine double harvest; and because of the first product of this project is the planting of Chinese herbs, according to local conditions, planting different categories of Chinese herbs, herbs with different maturity cycles, herbs mostly take the roots, and the herbs have a different maturity cycle. The herbs are mostly taken from the roots, and their stems and leaves have certain medicinal value, which will be wasted if they are not utilized more. At present, the project has promoted the planting of more than 1,200 mu of herbs, with an annual output of more than 2,400 tons of herbs, and an annual output value of more than 6 million yuan. Bee candy plum to promote the planting area of more than 3000 acres, annual output of 5000 tons, annual output value of more than 30 million yuan, the current construction of two Chinese herbal medicine processing plant, the team visited more than 4,000 farmers, in Zunyi, Anshun, Liupanshui, Tongren, Bijie and other regions to collect 800 experimental samples, through the introduction of advanced processing equipment and technology, will be the original ecological Chinese herbs for processing, to meet the market demand. In terms of sales, Faer Town actively expands sales channels, and has established stable cooperative relationships with a number of pharmaceutical enterprises and e-commerce platforms. At the same time. With the advantage of Internet +, online sales and publicity and promotion, to improve the popularity and influence of the bee sugar plum set of Chinese herbal products, and finally this project in Liupanshui ShuiCheng District,

Zunyi BaoZhou District, Anshun GuanLing, etc. project landing, we are committed to rooting in the land of Guizhou, and contributing the power of the teacher's college for the revitalization of the countryside.

**Economic benefits:** The development of the bee sugar plum set-planting Chinese herbal medicine industry has effectively raised the income level of villagers. The planting and processing of Chinese herbal medicines provides villagers with more employment opportunities and sources of income, and promotes the development of the local economy.

**Ecological benefits:** The development of this industry is in line with the concept of ecological agriculture, which reduces the use of chemical fertilizers and pesticides through reasonable set-planting patterns and the use of organic fertilizers, and is conducive to the protection of soil and water sources. Meanwhile, the growth of Chinese herbs helps improve the ecological environment and increase biodiversity.

**Social benefits:** The development of bee sugar plum set-planting Chinese herbal medicine industry promotes the adjustment and optimization of local agricultural industrial structure. Through the integrated development of the industry, it has driven the development of related industries, such as packaging and transportation, and injected new vitality into the local economy. At the same time, the development of the industry also promotes the transfer and employment of rural labor and improves the living standard of farmers.

**Cultural benefits:** The bee sugar plum set of Chinese herbal medicine industry in Hair Ear Town also carries rich local culture and traditional knowledge. Through the development of the industry, these cultural resources can be further explored and inherited, enhancing the villagers' cultural confidence and sense of belonging. At the same time, the development of the industry also provides new highlights and attractions for the development of local tourism.

## **2. Problems in the Chinese Herbal Medicine Industry of Liupanshui C-Land Apricot Set-aside Planting**

### **2.1. Farmers' Awareness and Skills Need to be Upgraded: Farmers' Knowledge of the Fruit-medicine Set-planting Model is Still Shallow, and They Lack Systematic Planting Techniques and Management Experience.**

In Liupanshui Faer Township, although the model of planting Chinese herbs over bee sugar plums has aroused the interest of villagers, many farmers still have cognitive deficiencies in this new type of agricultural cultivation. Due to the lack of systematic planting techniques and management experience, farmers have encountered many difficulties in practice, such as problems in pest control, rational fertilization and scientific irrigation. These problems not only affect the yield and quality of the herbs, but also restrict the growth and development of the bee sugar plum.

In order to solve these problems, it is first necessary to organize regular training courses, inviting agricultural experts and technicians to give on-site lectures in Faer Town. These training courses can cover soil preparation before planting, selection of suitable varieties, regulation of planting density and daily management after planting. By combining theoretical and practical teaching methods, farmers can quickly master key planting techniques. Secondly, on-site demonstration is an important means to improve farmers' practical ability. Through field operations, farmers can visualize the correct planting methods and management techniques, so that they can better understand and absorb new knowledge. Demonstration plots can be set up in different areas of the village to adapt to different soil and climatic conditions and demonstrate diversified planting patterns.

### **2.2. Marketing and Branding: The Fruit and Medicine Planting Model Lacks Popularity and is Difficult to Enter Broader Markets.**

Marketing and branding are crucial for the fruit and medicine set-planting model. At present, the fruit and medicine set-planting model in Farr Township is not well known in the market, which is mainly due to the lack of effective marketing strategy and strong brand support. In the highly competitive market of agricultural products, consumers tend to choose those products with brand guarantee and good quality reputation. Therefore, if the fruit and drug seeding products in Farr Township cannot establish a good brand image, it will be difficult to attract the attention of consumers and expand the market share.

In order to solve this problem, Hair Ear Town needs to adopt a series of marketing strategies. First of all, it can show the product advantages and characteristics of fruit and medicine set planting to the outside world by participating in agricultural product exhibitions, agricultural product fairs and other activities. During these events, connections can be made with potential buyers and distributors to open up sales for the products. Secondly, social media and online platforms are utilized for publicity and promotion to attract consumers' attention by posting high-quality content, such as videos of the planting process and introductions to the nutritional value

of the products. In addition, you can also cooperate with other famous brands or influential people through cooperative marketing, and use their resources and influence to enhance the visibility of their own brands. Brand building is a long-term and systematic project. Hair ear town needs to create a unique brand image for its fruit and drug set products, which includes designing an attractive brand identity, developing a consistent brand communication message, and ensuring product quality. By providing quality products and services, a favorable brand impression will gradually be established in the minds of consumers. At the same time, it can also increase the added value of the product and enhance the competitiveness of the brand by obtaining organic certification and geographical indication protection.

### **2.3. Policy Support and Financial Security: Farmers Face Both Financial and Policy Pressures in the Early Stages of Transition.**

The double pressure of capital and policy faced by farmers in the early stages of transformation is a common problem. In the process of agricultural transformation and upgrading, farmers need to invest more money in purchasing new seeds, agricultural machinery, improving soil, etc., and these inputs often require larger upfront financial support. However, farmers often lack sufficient savings and financing channels, resulting in a shortage of capital as an important constraint to their agricultural transformation. Policy support is crucial for farmers. The government can reduce farmers' transition costs and ease their financial burden by formulating preferential policies, providing financial subsidies and tax breaks. For example, for farmers engaged in the fruit and medicine set-planting model, the government can provide support in terms of training in planting techniques and guidance on pest control to help them improve planting efficiency and product quality. In addition, the government can provide financial services such as loan guarantees and interest subsidies to help farmers solve their financing problems. In addition to policy support, financial security is also an important factor in promoting farmers' transformation. The government can set up special funds for supporting farmers in their agricultural transformation. These funds can be used to provide low-interest loans, risk compensation, and so on, to reduce farmers' financial risks. At the same time, financial institutions can also innovate financial products and services to provide farmers with more flexible and convenient financial services. For example, they can introduce credit products for agricultural transformation or provide agricultural insurance services to mitigate farmers' losses due to unpredictable risks such as natural disasters.

### **2.4. Ecological Environmental Protection and Sustainable Development: The Sustainability of the Fruit and Medicinal Planting Model is Affected by Changes in the Ecological Environment.**

As a practiced form of ecological agriculture, the sustainability of the fruit-medicine set-planting model is indeed directly affected by changes in the ecological environment. This model realizes crop diversification by planting Chinese medicinal herbs between rows of fruit trees, which helps to improve land utilization and increase farmers' income, as well as to improve soil structure and promote biodiversity. However, changes in the ecological

environment, such as climate change, soil degradation, and water scarcity, may pose a threat to the sustainable development of the fruit-herb set-planting model.

Climate change is an important factor affecting the sustainability of fruit and medicine cropping patterns. Increases in the frequency and intensity of extreme weather events, such as droughts, floods, and high temperatures, may lead to uncertainty in the crop growth cycle, affecting the yield and quality of herbal medicines. For example, Chinese herbs have high requirements for temperature and humidity, and climate anomalies may lead to impeded growth or even reduced yields. Soil degradation is another issue of concern. Long-term monocropping may lead to soil nutrient depletion and soil structure destruction, affecting the growth of fruit trees and Chinese herbs. The fruit and medicine set pattern helps to restore soil fertility through crop rotation and intercropping, but it may also exacerbate soil degradation if fertilizers are not applied and managed wisely. Water scarcity and pollution also pose challenges to the fruit and medicine cropping pattern. Herbs tend to require more water, and the unstable supply of water resources may limit their growth. At the same time, excessive use of pesticides and fertilizers may lead to water pollution, affecting the quality and safety of crops.

### **2.5. Integration of Industry Chain and Deep Processing: The Chinese Herbal Medicine Industry Chain in Fajar Town is Relatively Short, and There is Limited Space for Value-added Enhancement.**

The Chinese herbal medicine industry chain in Faer Town is relatively short, which means that the whole process from planting and harvesting of raw materials to final product sales is relatively simple and lacks in-depth processing and diversified product development. Under this model, there is limited room for value-added enhancement of Chinese herbal medicines, as most of the profit is concentrated on the sale of raw materials without being transformed into higher-value products through deep processing.

### **2.6. Scientific Research Support and Technological Innovation: Lack of Research and Development of Planting Technology for Local Ecological Conditions.**

Scientific research support and technological innovation are crucial to the development of agricultural industry, and they are the core factors to promote industrial progress and enhance competitiveness. In the development of Chinese herbal medicine industry in Fajar Town, the lack of scientific research support and lagging technology innovation have become the bottleneck restricting its further development. At present, Fajzhou Town lacks in-depth scientific research investment in Chinese herbal medicine cultivation, especially the serious lack of research and development of cultivation technology for local ecological conditions. This not only affects the yield and quality of Chinese herbal medicines, but also restricts the scale and standardization of the industry. The lack of research and development of planting technologies for local ecological conditions means that farmers are unable to make full use of the advantages of local resources in the planting process, and it is also difficult to cope with natural challenges such as climate change and soil salinization. For

example, the lack of planting varieties and cultivation techniques suitable for local soils and climates may lead to poor growth of Chinese herbal medicines and frequent occurrence of pests and diseases, thus affecting yields and quality. In addition, the lack of scientific planting guidance may lead farmers to over-rely on chemical fertilizers and pesticides, which not only increases production costs but also poses a potential risk of pollution to the environment. Therefore, Farr Township needs to strengthen cooperation with scientific research institutions, introduce and train professionals, and carry out research on Chinese herbal medicine planting techniques tailored to local ecological conditions. Through the implementation of scientific research projects, planting patterns adapted to the local environment can be developed, planting structures can be optimized, and the resilience and yield of Chinese herbs can be improved. At the same time, technological innovation can also help farmers master advanced planting techniques, such as intelligent irrigation and integrated pest control, the application of which will greatly improve the efficiency and sustainability of agricultural production.

### **2.7. Local People Do Not Have Enough Knowledge about the Cultural Value of the Fruit and Medicinal Planting Model.**

Farmers in Faer Township still have little knowledge of the fruit and medicine planting pattern and lack systematic planting techniques and management experience. As an innovative agricultural planting method, the fruit and medicine planting model not only shows significant economic benefits, but also has far-reaching significance in the ecological and socio-cultural aspects. However, the local people do not know enough about the cultural value of this model, which to some extent affects the promotion and application of the fruit and drug planting model. By skillfully combining the cultivation of fruit trees and medicinal herbs, the fruit and medicine set-planting model realizes the efficient use of land resources, which not only ensures the yield and quality of fruits, but also improves the growing environment of medicinal herbs, thus achieving the sustainable development goal of eco-agriculture. This model embodies the concept of harmonious coexistence of man and nature, and is a model of the combination of traditional agricultural wisdom and modern technology. At the cultural level, the fruit and medicine planting mode carries the deep agricultural cultural heritage of the town of hair ear, which is not only a mode of production, but also a reflection of the philosophy of life. By participating in fruit and medicine planting, local residents can inherit and carry forward traditional agricultural knowledge, and at the same time create new cultural elements in practice, such as specialty agricultural products processing, rural tourism, etc., which are an important source of rural cultural diversity and innovation capacity. In addition, the fruit and medicine set planting model also helps to enhance community cohesion. In the joint participation in planting activities, the communication and cooperation between residents increase, and jointly solve the problems encountered in the planting process, this spirit of mutual assistance and cooperation is the cornerstone of the stability and development of rural society. At the same time, with the economic benefits brought by the fruit and medicine set-planting model, the living standard of the residents has been improved, and cultural activities have become more colorful, further enhancing the cultural atmosphere of the countryside.

### **3. Countermeasures and Suggestions for Chinese Herbal Medicine Industry in Failu Town, Banzhou District**

#### **3.1. Deepen Scientific Research Cooperation and Strengthen Technical Support:**

We have signed long-term cooperation agreements with famous agricultural research institutes in and out of the province and set up a joint research and development center to ensure that the scientific research results can be quickly transformed into productivity. We carry out systematic scientific research on the growth characteristics and mutual influence of honey plums and Chinese herbs, explore the most suitable set-planting mode for the local ecological environment, and optimize the planting structure. Intelligent irrigation system is introduced to realize the efficient use of water resources; precise fertilization technology is adopted to precisely control the nutrient supply according to the crop demand, reduce the waste of fertilizers and improve the soil fertility at the same time. Using IoT technology to collect data during the planting process, providing a scientific basis for planting management through big data analysis, and realizing refined management. Organize farmers to participate in technical training to ensure that they can master and apply the new technology, and at the same time demonstrate the effect of the new technology through demonstration bases to stimulate farmers' interest in learning and willingness to adopt. A planting monitoring system has been established to regularly collect and analyze crop growth data, assess the effectiveness of technology application, and adjust management measures in a timely manner to ensure that planting benefits are maximized.

#### **3.2. Optimize Planting Patterns to Achieve Ecological Balance:**

First conduct a comprehensive soil test to understand the pH, organic matter content, mineral composition and other key indicators of the soil, which will directly affect the growth of the crop. Analyze local climatic characteristics, including temperature, precipitation, sunshine and other factors, to determine which herbal species are best suited to grow locally and whether they are compatible with the growth cycle of Bee Balm. Explore different planting patterns, such as intercropping and mixed cropping, to maximize the use of land resources, taking into account the growth needs of the crop and pest control. Consider the balance of the ecosystem when planning planting to avoid over-exploitation, maintain biodiversity, and provide a good pollination environment for bees, as well as create favorable conditions for the growth of Chinese herbs. Design the planting system so that crop residues and agricultural wastes can be recycled, for example, returning the straw from the herbs to the field as organic fertilizer or using it in farming to achieve efficient use of resources. Establish a monitoring system to regularly assess the effects of planting, and adjust the planting ratio and layout in accordance with crop growth and market demand to ensure that the planting structure is always optimized.

#### **3.3. Improve the Industrial Chain and Enhance Added Value:**

A modern primary processing center for agricultural products has been set up in the village to carry out primary

processing such as washing, sorting and drying of bee sugar plums and Chinese herbal medicines, so as to improve the market acceptance of the products. Encourage and support enterprises to invest in deep-processing production lines, such as extraction production lines for Chinese herbs to produce high value-added products such as Chinese medicine tablets and health care products, as well as deep-processing of bee products, such as bottling of honey and production of nectar. Apply for geographical indication product certification to create a brand with local characteristics and enhance the market competitiveness of products through the brand effect. Integrate upstream and downstream resources to form a complete industrial chain, maximizing the value of each link from raw material cultivation to product sales. Increase investment in the research and development of new technologies and processes, and constantly improve the technological content of products to meet the market demand for high-quality products.

### **4. Conclusion**

Bee-sugar plum set-planting with Chinese herbs is an emerging new industry in C. It is constantly innovating and introducing new industries while retaining the traditional industrial characteristics, promoting rural revitalization and driving farmers to become rich in the process of adaptive development. Bee-sugar plums and Chinese herbs have economic benefits, medicinal value and ecological value, but the industry is at an early stage, with deficiencies in infrastructure, sales methods, and talent construction, which is restrictive for promoting the high-quality and efficient development of the agricultural industry. To utilize the advantages of regional characteristics in conjunction with the development of the industry. In order to connect and promote the benign development of industries, and to build beautiful villages with characteristic industries, good ecology, supporting facilities, perfect functions and developed industries, we should base ourselves on the history and humanity of the C-lands and create a new program of "tourism + medicine" with special characteristics, integrating one, two or three industries to realize the sustainable development of rural industries. While maintaining the ecological environment, it should improve the infrastructure, build modern agriculture, raise the level of agricultural production, and promote the high-quality development of rural industries.

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