



"Internet + Special Agriculture" Drives Rural Green Revitalization - Investigation and Analysis of Xunwu County, Jiangxi Province

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Abstract

"Internet + agriculture" organically combines Internet technology with traditional agriculture to achieve agricultural transformation and upgrading. Under the strategy of rural rejuvenation, Xunwu County, Jiangxi Province, developed "Internet + characteristic agriculture" according to local conditions, which has optimized the local agricultural scale and characteristic agricultural formats. However, the "Internet + characteristic agriculture" in Jiangxi Province still has problems such as imbalanced structural development, low level of inclusive finance, and insufficient professional talent reserves. It is necessary to promote the industrial and financial development of various agricultural sectors and the Internet, increase policy support for talents to return to their hometowns to start businesses, promote the popularization of Internet finance in rural areas, and adjust the agricultural product trade structure to achieve the common development of various types of crops.

Keywords:

"Internet+"
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1. Introduction

As an important part of modern economic society, the Internet is playing an increasingly important role in today's social development. In this context, "Internet +" emerged at the historic moment, combining the Internet with traditional industries to help traditional industries create more new value in the new era (Hu & Zhu, 2015). As a traditional industry supporting the development of rural economy, with the continuous development of the times, new development requirements have been constantly generated. In 2015, the State Council issued the "Guiding Opinions on Actively Promoting" Internet + "Action", which called for the improvement of agricultural production, trade exchanges and exchanges through Internet technology, thereby promoting the traditional transformation and upgrading of agriculture and creating A new type of agricultural production and operation system; In 2018, the State Council issued the "Opinions on the Implementation of Rural Rejuvenation Strategy", which proposed the integration of Internet technology into the rural revitalization strategy, and pointed out the need to actively promote Integrated development. Obviously, "Internet +" is a necessary requirement for the transformation and upgrading of contemporary agriculture.

To implement the rural revitalization strategy, the county government of Xunwu County, Jiangxi Province attaches great importance to the industrial integration of the Internet and modern agriculture. The "2019 Xunwu County Government Work Report" clearly stated that it will vigorously strengthen the county's characteristic agricultural construction, strongly support the rapid development of rural e-commerce in our county, and continuously promote the development of the county's industrial integration and accelerate the advancement of our Construction of county-specific modern agriculture (Qing, 2013). The "Opinions on

the Implementation of the Three-Year Plan for the Follow-up Consolidation and Promotion of Citrus Poverty Alleviation" issued by the Communist Party of China Xunwu County and the Xunwu County People's Government in 2019 also specifically pointed out that we must continue to strengthen the construction of characteristic agricultural industries and accelerate the integration of primary, secondary and tertiary industries Accelerate the construction of rural e-commerce and build a group of modern agricultural wisdom parks (Shi & Yang, 2010). At present, with the support of national policies, Xunwu County has achieved a series of achievements in the construction of "Internet + characteristic agriculture", but due to the relatively short development time of "Internet +", it also lacks some richer ones. In addition to practical experience, there are still many areas that need to be improved in other aspects such as industrial integration (Zhang, 2012). Therefore, this paper studies the characteristic agricultural development model of Xunwu County, Jiangxi Province, analyzes the problems existing in the integrated development of "Internet + characteristic agriculture" in Xunwu County, and provides a basis for Xunwu County to formulate a modern agricultural development plan and realize modern rural green revitalization (Zou & Liu, 2019).

2. Investigation and Analysis of Xunwu County

Xunwu County, Jiangxi Province enjoys the titles of "Hometown of Oranges" and "Hometown of Navel Oranges". It is located at the junction of the three provinces of Jiangxi, Fujian, and Guangdong. The land area is 75.6%; the rural labor force is 135,900, the agricultural population is 257,800, and the total population is 329,500. In recent years, Xunwu County has continued to develop characteristic agriculture by adopting industrial structure adjustments and targeted poverty alleviation methods. With the support of superior governments, it has actively developed "Internet + characteristic agriculture". In order to explore the development situation, we conducted in-depth field surveys in Xunwu County. We visited the local villagers, listened to the introduction of relevant personnel of the government department, and consulted basic information to understand the general situation of Xunwu County and highlight the development of Xunwu County. And the existing problems were summarized as follows.

2.1. Development Status of "Internet + Special Agriculture" in Xunwu County

Since the beginning of the 21st century, Xunwu County has continued to promote the construction of agricultural infrastructure, strengthen foreign trade in agricultural products, achieve a significant increase in agricultural output value, and continuously improve the level of agricultural modernization (Yang, 2019). However, due to the geographical conditions of the mountainous areas of Xunwu County, the large-scale mechanization of agriculture has been limited (Yang, 2019). The development of characteristic agriculture has become the key to the further development of agriculture in Xunwu County. With new ideas, the development of "Internet + characteristic agriculture" has been promoted (Wang, 2019).

2.1.1. The Market Power of "Internet + Characteristic Agriculture" is Constantly Increasing

On the one hand, in the field of e-commerce, Xunwu County was one of the earliest counties and cities to plan rural e-commerce in Jiangxi Province. Chengbei Village of Xunwu County is one of only seven Taobao villages in Jiangxi Province. With the implementation of agricultural e-commerce policies such as the "Notice on Relying on" China Agricultural Products Trading Center "E-commerce Platform to Promote Production and Marketing Docking", Xunwu County's "Internet + Agricultural Products" model has continued to mature, the number of agricultural products for e-commerce has soared, and online retail The amount has increased significantly. As of August 2019, Xunwu County has developed a total of 526 e-commerce enterprises and more than 4,000 micro-businesses, achieving a total of more than 3 billion e-commerce transactions, driving a total of 11,698 employment and entrepreneurship. On the other hand, in the field of digital agriculture, Xunwu County has promulgated the "Notice on Accelerating the Development of Seven Measures for Digital Agriculture", "2017 Xunwu County Green Ecological Economic Park Construction Plan" and other policies, and launched agricultural science and technology information parks. Project construction. As of the first half of 2019, Xunwu County has a total of 4 green ecological economic parks (Wang & Hu, 2013). The continuous expansion of digital agriculture has brought a large number of agricultural professionals here, enhanced the research and development capabilities of agricultural science and technology, and promoted the digitalization of characteristic agriculture in the county (Li & Xu, 2016).

2.1.2. The "Internet + Characteristic Agriculture" Infrastructure has been Continuously Improved

The construction of complete rural infrastructure is a escort for the construction of "Internet + characteristic agriculture". On the one hand, broadband is an indispensable condition for the development of the Internet. Since 2013, Xunwu County has continuously strengthened rural broadband construction. By the end of 2018, 98.5 villages had been connected. With the improvement of education level, the Internet model has been more widely used in the innovation and entrepreneurship of rural agriculture. On the other hand, good transportation and logistics are another basic condition for the development of characteristic agricultural e-commerce. According to the survey, as of the end of 2018, 58.3% of the villages in Xunwu County had established e-commerce distribution outlets, about 8.3% of the towns had bus stations, and 2 towns had high-

speed entrances and exits, which can guarantee the smooth flow of rural logistics to a certain extent. The increasingly perfect transportation network and infrastructure have promoted the development of rural logistics and e-commerce, and laid the foundation for the development of characteristic agriculture in Xunwu County in the connected era.

2.1.3. The Form of "Internet + Characteristic Agriculture" is Diversified

The Internet has brought new development opportunities for traditional agriculture, enriched the county's characteristic agricultural formats, and promoted the integration of local characteristic agriculture with the secondary and tertiary industries. As shown in the Figure 1, from the perspective of agricultural e-commerce, agricultural product retail transactions begin with the B2C transaction model and shift to C2C and B2C. Looking at the distribution of agricultural product online transaction models in 2018, 73.8% belong to B2C and 26.2% belong to C2C, and the commercial entities of e-commerce trade tend to diversify. From the perspective of tourism agriculture, the Internet has shortened the distance between places, provided cross-regional services such as online promotion services and online accommodation reservation services, effectively promoting the development of tourism. On this basis, with the unique rural style and superior natural conditions, the county vigorously promotes the development of leisure agriculture such as ecological tourism agriculture. At the same time, Xunwu County also relies on the geographical advantages of the three provinces to develop tourism agriculture in Guangdong and Fujian. "Internet +" has promoted the industrial integration of agriculture and tourism to a certain extent, freed characteristic agriculture from the limitations of agricultural products, and presented it to consumers in the form of humanities and tourism. From the perspective of digital agriculture, due to the digital technology and information sharing brought about by "Internet +", the research and development of agricultural technology not only comes from the practice of farmers and the government, but also from scientific prediction and market innovation and entrepreneurship. In order to enrich the subject of technological innovation in the agricultural field, the carriers are more diversified.

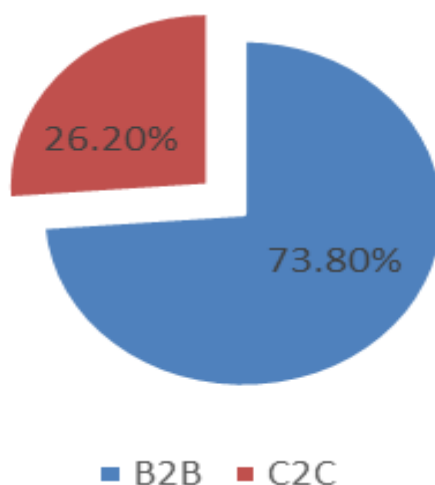


Figure-1. Distribution of agricultural retail transaction patterns.

2.2. Characteristics of the Development Mode of "Internet + Special Agriculture" in Xunwu County

The "Internet + characteristic agriculture" model is generally superior to the "Agriculture + Internet" model. The traditional concept is that "Internet + agriculture" is equivalent to "agriculture + Internet", that is, relying on the Internet e-commerce platform to expand the sales of agricultural products. Agriculture and the Internet are independent "two skins", and cannot be formed in quality. Characteristic quality industry. And "Internet + characteristic agriculture" is to realize the organic combination of "Internet" and local "special agriculture" on the basis of considering the specific context of regional agricultural context. It can be considered that "Internet + characteristic agriculture" is to produce a certain "chemical reaction". In this in-depth investigation, we found that the integration of "Internet +" and agriculture has caused certain changes in the agricultural structure, infrastructure and labor needs of Xunwu County. It has improved the productivity of specialty agriculture, broadened the sales market of specialty agriculture, and strengthened the online promotion of specialty agriculture. This change formed the diversification of the agricultural development model of Xunwu County, and incorporated the requirements of the new era in the production model, business model and talent team.

2.2.1. New Farmers have become the Pillar of the Development of Characteristic Agriculture in Xunwu County

"Internet +" has brought new business forms, new business opportunities and new technologies to the development of county-level characteristic agriculture, and has brought new vitality to Xunwu County's

characteristic agriculture. Under this change, the requirements for farmers in Xunwu County's characteristic agriculture have become more diverse, and the concept of new farmers has emerged. Different from traditional agricultural employment, new farmers pay more attention to the integration of multi-level knowledge levels and the training of compound talents. From the perspective of traditional production, with the continuous improvement of agricultural marketization in Xunwu County, farmers have gradually become a specialty rather than a social status. Professional farmers need a high level of technical and commercial acumen. In 2018, the "Xunwu County's Tackling the Challenges of Hard Transformation and Upgrading" promulgated by the people's government of Xunwu County puts forward specifically, and strives to establish a new type of professional farmer team that loves agriculture, understands technology, and manages by 2020. To improve the overall quality of farmers and production and management capabilities. From the perspective of agricultural tourism, the construction of characteristic tourist areas such as Qinglongyan Tourist Resort and Dongjiangyuan Hot Spring Health Town is actively promoted. Through the promotion of the Internet platform, tourism agriculture and other leisure agriculture will become one of the most important forms of characteristic agriculture in Xunwu County due to its high income and multiple radiation industries. However, due to the combination of the characteristics of leisure agriculture and other industries such as agriculture, tourism, cultural industries, people engaged in agricultural tourism must not only be familiar with the local style, but also have corresponding history and tourism knowledge. It can be seen that with the promotion of "Internet + characteristic agriculture", new farmers will gradually replace traditional farmers and become the pillar to promote the development of characteristic agriculture in Xunwu County.

2.2.2. Leisure Agriculture is an Important Aspect of "Internet + Characteristic Agriculture" in Xunwu County

Xunwu County has extremely rich tourism resources. At the same time, leisure agriculture is one of the important components of the county's characteristic agriculture. On the one hand, Xunwu County has deep red cultural heritage. As the birthplace of Mao Zedong's "Essentialism", it has an innate red gene advantage in red tourism. On the other hand, due to the numerous landscapes, the air is fresh and the vegetation is well protected in Xunwu County. It also has natural mineral resources, forming a unique natural beauty. Xunwu County's tourism resources are concentrated in rural and mountainous areas, and are closely connected with agriculture. If agriculture and tourism are combined, a tourism route with Xunwu County characteristics can be formed. Therefore, Xunwu County has so far established 34 rural tourism projects such as leisure farms, ancient villages and famous towns, which has promoted the development of local leisure agriculture and tourism agriculture. Leisure agriculture must rely on "Internet + characteristic agriculture" to achieve the desired effect. On the one hand, as shown in the figure below, today's consumers usually rely on Internet platforms such as Ctrip and Flying Pig to choose travel destinations and travel methods. Therefore, in order to attract tourists on a large scale, it is necessary to make full use of public Internet platforms for self-promotion and marketing. On the other hand, using the new information technology industry can also create highlights for it, such as the automatic interpreter of the Mao Zedong Memorial Hall, and promote the red culture in a new form. Similarly, the propaganda of characteristic agricultural civilization in Xunwu County can also use these technologies to attract consumers and inject new vitality into the development of characteristic agriculture.

2.2.3. Green Development is the Main Theme of "Internet + Characteristic Agriculture" in Xunwu County

From the perspective of economic benefits, the development of sustainable agriculture is often closely related to a healthy and green planting environment. Xunwu County has always used citrus cultivation as a local feature, and also uses red culture and green water and green mountains as tourism selling points in leisure agriculture. Excessive environmental pollution will inevitably lead to land degradation and water pollution, leading to a significant decline in agricultural quality, a significant reduction in tourists, and a continued decline in agricultural economic benefits. Therefore, in order to ensure the sustainable growth of agricultural economic returns, the "Internet + characteristic agriculture" in Xunwu County must be guided by the concept of green and sustainable development. In terms of environmental benefits, establishing an Internet platform means expanding the agricultural product trade market, which can bring huge economic growth to agriculture, thereby speeding up the development of local agricultural resources. However, over-exploitation and backward production methods may lead to waste of resources or even exhaustion, which is not conducive to sustainable economic and social development. The "2018 Xunwu County Government Work Report" emphasizes that it is necessary to highlight the concept of green development and to combine the "ecological +" development model to enhance the value of ecological environment and promote high-quality economic development. Therefore, from an economic perspective or an environmental perspective, green development has always been the main purpose of Xunwu County's "Internet + characteristic agriculture" development under Internet agriculture.

2.3. Problems

2.3.1. Unbalanced Development of Agricultural Industrial Structure

Although under the background of the Internet, the development trend of characteristic agriculture in Xunwu County is good, and the industrial scale is gradually expanding, but the phenomenon of imbalanced development of agricultural industrial structure still exists.

Unbalanced agricultural production structure. In the first half of 2019, the total agricultural production value was 382 million yuan, an increase of 3.8% over the previous year. The output value of the agricultural services industry was only 190 million yuan, an increase of 5.3% over the previous year. The value added of the agricultural manufacturing industry of 170 million yuan was an increase of 10.6%. The output value of the agricultural service industry in Xunwu County only accounts for 3.49% of the total agricultural output value, while the output value of the agricultural manufacturing industry far exceeds the service industry with higher marginal benefits. It can be seen that the structure of the secondary and tertiary industries in Xunwu County is very different. Although the integration and development of agriculture and leisure industries such as leisure agriculture and tourism agriculture have been promoted in an orderly manner, no significant practical results have been achieved so far.

Unbalanced agricultural product trade structure. According to the statistical survey of the Xunwu County Commerce Bureau, 71.5% of the sales of agricultural products in Xunwu County in 2018 came from citrus, while vegetables and meat accounted for only 3%. This shows that the development of agricultural structure in Xunwu County is very uneven. Compared with other agricultural products, consumer demand for citrus is significantly higher than other agricultural products. The reason is that, on the one hand, Xunwu citrus has been well known since ancient times. Xunwu mandarin orange and Gannan navel orange are high-quality products in the industry. On the other hand, due to the promotion of greenhouse technology, crops and other crops are more substitutable. At the same time, the county's vegetables and other agricultural products have not yet produced representative varieties and brands. Therefore, on the Internet platform, agricultural products such as vegetables, livestock and poultry meat in Xunwu County are not as unique and attractive as Xunwu Tangerines. With the construction of the e-commerce platform, the high yield of citrus may cause the resources in Xunwu County to be more concentrated in the citrus industry, exacerbating the imbalance in the agricultural structure of Xunwu County.

Uneven regional development. Compared with the northeast region, the geographical conditions of more rural mountains in the southwest of Xunwu County limit its traffic conditions. For this reason, many villagers choose to leave their homes, so that the number of farmers in the southwestern part of Xunwu County is less than that in the northeast. Lack of convenient transportation and insufficient agricultural labor force have restricted the development of agricultural e-commerce in the southwest. Regardless of the "Internet + characteristic agriculture" technology resources or e-commerce resources are concentrated in the northeast region, the development of the southwest region is obviously imbalanced and inadequate. Through investigations and surveys, we found that most farmers said that they used what they had grown on their leftover land to grow and processed products. After the tourist season in summer, due to the remoteness of the region, they were basically in a state of slow sales. Can only resort to rural Taobao. At this point, due to oversupply of agricultural products, prices will fall, and the interests of farmers have not been maximized. In contrast, Taobao in the rural areas, in the high season, farmers choose to sell their own products instead of selling it in the rural Taobao. This has caused Taobao's online stores to be basically under-supplied during the high season, and they have to go to food processing plants to purchase at higher prices Agricultural products indirectly lead to the loss of consumers who need to buy.

2.3.2. Inclusive Finance is Not High

Due to the small number of traditional financial projects and the small amount of loans, it has brought great difficulties to rural innovation and entrepreneurship financing. In the past, rural credit cooperatives were the main channel for rural financing and lending. However, due to the high credit threshold, they could not meet the needs of most agricultural development. The application of Internet finance can use big data to predict rural soil quality and planting conditions, thereby solving the credit problem of agricultural-related projects. At the same time, Internet finance can also decentralize management, break through regional restrictions, reduce the intermediate links of rural investment and financing, and provide farmers with the convenience of capital turnover. However, the current implementation process of Internet + inclusive finance in Xunwu County is not smooth. According to the survey, Internet finance in Xunwu County is still in its infancy and is not widely used by farmers. Through this in-depth investigation, we found that due to the relatively small investment in rural financial security construction in Xunwu County and the lack of risk control and financial supervision mechanisms, farmers' acceptance of inclusive finance is not high. Most farmers in the county have only primary and secondary education, and they have less knowledge about financial knowledge and financial risks. At present, there is no legally binding regulation in the field of rural Internet finance. It is difficult to ensure that farmers can successfully avoid risks and resolve contradictions in the financing process. In addition, the current level of farmers in Xunwu County is generally low, and they are

easily affected by negative news such as Internet financial scams. They are also rejected because of unknown and fear, which hinders the promotion of Internet finance.

2.3.3. Insufficient Talent Reserves

Although the network infrastructure construction in Xunwu County is relatively complete, there are problems such as aging of the labor force and low cultural quality. The labor force under 35 years of age in rural areas of Xunwu County currently only accounts for 1/7 of the rural labor force. The phenomenon of rural labor outflow is still worsening, and the resident population in rural areas is decreasing at a rate of 2% per year, which has caused the problem of hollowing out industries in rural areas. At the same time, the proportion of higher education in the rural labor force is only 5.7%, and more than 80% of the agricultural labor force has only received junior high school education. Many of them did not learn systematically, nor did they have an in-depth understanding of Internet technology and economic management. In order for existing farmers to learn more and master the technology of using the Internet in agriculture, the government needs to retrain or reeducate them, although this can be time consuming and expensive.

3. Suggestions and Countermeasures to the Existing Problems in Xunwu County

3.1. Promote the Industrial Integration of Agriculture and the Internet, and Realize the Coordinated Development of Agriculture and the Secondary and Tertiary Industries

The development status of the secondary and tertiary industries in Xunwu County is extremely uneven. Although the profits of the manufacturing and processing industries are very high, the marginal benefits should be the highest in the service industry. In the past five years, the output value of the agricultural service industry in Xunwu County has only accounted for about 3% of the total agricultural output value, which is far lower than that of the agricultural manufacturing industry. The imbalance in the development of the secondary and tertiary industries in Xunwu County may be related to the late start and slow development of the agricultural service industry. Although projects such as inclusive finance and leisure agriculture have been vigorously promoted by all parties in the society, the effect is actually not significant. After analysis, because the Internet is an important platform for the development of the service industry, both inclusive finance and agricultural tourism need to rely on the Internet. Therefore, structural imbalances are likely to be related to the incomplete integration of the service industry and the Internet. Therefore, the Xunwu County Government should strengthen the various agricultural sectors, especially the combination of the tertiary industry and the Internet, improve the utilization of Internet platforms, and improve the level of Internet technology application in the agricultural sector. In terms of leisure and entertainment, the government should increase tourism promotion and use digital information technology to enrich leisure agriculture. In terms of inclusive finance, the government should strengthen the level of Internet financial services, protect the legitimate rights and interests of investment and financing investors, and strengthen assistance to farmers in obtaining financial knowledge and skills.

3.2. Strengthen the Policy of Returning Home to Start a Business, and Attract Compound Talents to Join Specialty Agriculture

In the context of "Internet +", the role of digital production and information management is becoming increasingly prominent. Correspondingly, higher requirements are also placed on the cultural quality and technical level of agricultural workers. However, according to the above discussion, the educational level of farmers in Xunwu County is mostly low. In a modern society with rapid technological iterations, the government needs to update its investment in education resources in a timely manner in order to increase the average education level of the rural employed in the future.

In addition to enhancing training and education for farmers, the government should also adopt more preferential policies to attract highly educated and entrepreneurial talents to return to their hometowns. At present, the "Notice on Supporting Migrant Workers and Others to Return to Home and Start Business" issued by the People's Government of Xunwu County mentions that preferential policies for returning home entrepreneurs: subsidizing new enterprises engaged in the cultivation industry and granting certain eligible projects A series of targeted measures such as funding support of less than 100,000 yuan. Due to the continuous improvement of the rural economic level in Xunwu County, the incentives for these measures appear to be inadequate, which is not attractive for highly educated and comprehensive talents. Therefore, on the one hand, the government needs to adjust the amount of subsidies and improve preferential policies in a timely manner according to the actual situation, and focus on strengthening talent subsidies for vulnerable industries; on the other hand, family problems such as family placement of returnees and schooling of children must be properly addressed to eliminate the worries of returning talents.

3.3. Promote the Popularization of Internet Finance in Rural Areas and Build Rural Financial Demonstration Sites

Although the realization of land mortgage rights and the development of microfinance can effectively solve the current credit problems of agricultural enterprises. However, with the continuous expansion of modern agriculture, the traditional agricultural financial system is relatively backward, and it cannot meet the

investment needs of the agricultural sector at this stage. The cross-regional and fragmented nature of Internet finance can break the regional restrictions in rural areas, adapt to the particularity of agricultural production, increase the convenience of financing in the agricultural sector, reduce the capital required for financing, and broaden the channels for financing in the agricultural field. Therefore, strengthening the construction of rural Internet finance can solve the problem of lack of funds for rural innovation and entrepreneurship, thereby promoting the development of rural agriculture and improving the level of agricultural innovation and entrepreneurship.

Due to the closed information, some farmers have some resistance to Internet finance. In this regard, the government can establish one or two rural financial demonstration sites to increase farmers' confidence in Internet finance. In view of the fact that most farmers do not have financial-related knowledge, the government should also strengthen the popularization of Internet financial knowledge and raise farmers' awareness of the risks of using Internet investment and financing. In addition, appropriate fiscal preferential policies and simplified loan procedures in agriculture-related fields can to some extent promote the popularization of internet finance in rural areas.

3.4. Adjust Agricultural Product Trade Structure, and Promote the Common Development of Specialty Industries Such as Fruits and Vegetables, Livestock and Poultry

Analyzing the proportion of retail sales of major agricultural products in 2018, Xunwu mandarin orange and navel orange are the main sources of online retail income for Xunwu agricultural products, accounting for more than 75% of total retail sales, while other agricultural products account for less than 5%. Except for citrus, the competitiveness of other specialty agricultural products in the markets of other provinces is not strong, leading to a serious imbalance in the trade structure of Xunwu's characteristic agricultural products. In this regard, the government needs to strengthen brand promotion and the construction of specialty agricultural products such as fruits and vegetables, livestock and poultry, and increase consumer attention to other agricultural products. Because fruits and vegetables are difficult to travel long distances and transport for a long time, the government should also encourage the market to accelerate the research and development of refrigeration technology for crops. It can also start cooperation with seedling cultivation in various places to transport agricultural products with unique characteristics of Xunwu to various regions outside the province. At the same time, agricultural products such as fruits, vegetables, livestock, and poultry can also be expanded into different commodity forms such as making pastries, preserved fruits, and pork floss. In short, the imbalance in the agricultural product trade structure not only makes the agricultural product trade susceptible to fluctuations in individual industries, but also is not conducive to the rational allocation of resources on various agricultural products in the long run. Therefore, we must actively promote the integration of fruits, vegetables, livestock and other industries with the Internet to achieve common development within the agricultural product structure.

4. Conclusion

"Internet +" agriculture organically combines Internet technology with traditional agriculture to realize agricultural transformation and upgrading. Under the strategy of village rejuvenation, Xunwu County developed "Internet + characteristic agriculture" according to local conditions, which played an important role in optimizing local agricultural scale and characteristic agricultural forms. Through investigation, it was found that the "Internet + characteristic agriculture" in Xunwu County still has problems such as imbalanced structural development, low level of inclusive finance, and insufficient professional talent reserves. Local governments should promote the industrial and financial development of various agricultural departments and the Internet, increase policy support for talents to return to their hometowns to start businesses, promote the popularization of Internet finance in rural areas, and adjust the trade structure of agricultural products to achieve the common development of various characteristic crops.

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