

## Establishment and Operation of New Rural Development Association under the Strategy of Rural Revitalization

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### Abstract

In recent years, China's urbanization process has been accelerating, the rural labor force has decreased rapidly, and the phenomenon of idle rural land has become prominent, which has brought great obstacles to the promotion of the Rural Revitalization Strategy. To this end, we have established a new rural development association that is committed to the centralized integration of small economy, produce scale effect, complete agricultural industrialization, high efficiency and refinement to a certain extent, and develop the multi-function of agriculture. Firstly, it introduces the main businesses of the association, such as land leasing, crop selection and specific planting, product and waste storage and transportation, straw recycling, etc. Secondly, it analyzes the marketing strategy of the association. Finally, the business model of the association is analyzed.

### Keywords

Rural Revitalization; Cooperatives; Land leasing.

### 1. Introduction

Today, with China's accelerating urbanization and aging, the rural labor force is decreasing. In order to solve the problem of land waste caused by the reduction of labor force and promote the Rural Revitalization Strategy, we have established a strategy to focus on the integration of small economy, produce scale effect, and complete agricultural industrialization, high efficiency and refinement to a certain extent, a New Rural Development Association for the multifunctional development of agriculture.

By integrating and leasing land in the form of cooperation with farmers in the form of options and funds, we will carry out large-scale and mechanized agricultural production of land to achieve efficient production. Select crops, learn from the mode of "one village, one product" and produce local characteristic products according to local conditions to form their own fist products. While collecting crops, we will focus on recycling agricultural wastes, develop a new revenue chain, turn these agricultural wastes into treasure, and carry out operations such as straw feed, power generation, vaporization, and making disposable tableware and straw [1].

In the early stage of the association, the basic construction of the platform is carried out to maximize the utilization of land resources, make land production characteristic and form characteristic industries; after obtaining the income, the production scale will be expanded in the later stage. At the same time, agricultural waste recycling will develop into a new industrial chain. So as to help the development of local agricultural economy, drive the reform of agricultural model and achieve the purpose of Rural Revitalization.

## 2. Main Business of the Association

### 2.1. Land Lease

#### 2.1.1. Definition and Mode of Land Lease

Land lease is an economic activity in which the owner's ownership of a certain land is separated from the land user's use right within a certain period of time, the land user pays rent to the land owner during the use of the land, and the land user returns the land after the expiration of the period. With the deepening of the reform of land use system, there are two different ways of land leasing in China, one is state-owned land leasing, the other is land use right leasing. These two ways are paid use of state-owned land. The second way, land use right leasing, is very common, and there are many specific forms. Such as commercial counter rental, various pavement rental and housing rental, all include the rental of land use right.

#### 2.1.2. Definition and Model of Land Integration

Land integration means that some scattered plots or real estate are collected into a relatively large and complete land through replacement or compensation for the price difference, so as to realize intensive management without changing the management right. There are four main modes of land integration: the collective overall management model, the combination of collective and individual management, exchange and ground type, the interchangeable type is distributed on demand [2].

#### 2.1.3. Specific Operation of Land Leasing and Integration

The association is committed to the centralized integration of small economy, produce scale effect, complete agricultural industrialization, high efficiency and refinement to a certain extent, and develop the multi-function of agriculture. By integrating local land and leasing abandoned land, the association has reached cooperative relations with farmers by means of options and funds, so as to achieve the purpose of integrating land.

The development of Internet technology not only guides the reform and innovation of traditional industries, but also provides new ideas for land transfer. Internet platforms for agricultural land transfer, such as soutu.com, tulu.com and "gathering land", have emerged "Internet plus farmland transfer" mode is based on modern science and technology, information technology, and to meet the needs of customers' maximization, linking the related aspects of rural land circulation services through the Internet, forming a complete service network. Under the policy of "separation of three powers", idle rural houses can be revitalized and Rural Revitalization can be assisted through the earth flow network the "Internet plus" mode of farmland transfer has transformed the land circulation under the line into a O2O mode of the offline and online integration, which has injected new impetus to the development of China's agricultural economy.

## 2.2. Crop Selection and Specific Planting

### 2.2.1. Wheat

Wheat is the second grain crop after fruit in China and occupies an important strategic position in the national grain market. Because wheat has strong adaptability and can be planted in various types of soil, and because China has pleasant climate, fertile soil and relatively sufficient irrigation water resources, there is a tradition of planting wheat in both north and South regions.

In recent years, due to long-term land development and man-made development, China's natural resources are becoming more and more tense, and food security has attracted public attention. Whether the food source is formal and whether the processing is legal has become a hot spot of urgent concern. The development of green crops is the general trend. In order to improve the yield and quality of wheat planting and reduce the environmental pollution caused

by chemical fertilizer applied in the planting process, it is necessary to scientifically allocate chemical fertilizer according to the needs of wheat growth in the wheat planting process through certain scientific planting technology, and then carry out fine farming on the planting soil to give full play to the optimal nutrient utility of the soil and break the original extensive planting. Specific planting methods: selection of improved varieties; Land preparation; Using science and technology to establish the best structure; Supporting wheat field management; Post management.

### 2.2.2. Xiaohong Rice

Compared with hybrid rice, Xiaohong rice generally has a high stem, but is not lodging resistant, cold resistant, and the yield is not satisfactory. The yield per mu is only about 200 kg. Therefore, over the past half century, the planting area has become less and less, and no one has planted it gradually. The supply of Xiaohong rice market is very low, and there are few relevant information reports on the Internet, which is very unfavorable to its own development. At the same time, it also makes the market lose this excellent agricultural product.

Our Association expects to set up experiments on the regeneration ability of "Xiaohong rice" under different soil and farming conditions to explore the control countermeasures for the growth conditions and adverse conditions of "Xiaohong rice". From the analysis of soil texture: the soil in the high sand land area is mostly high sand soil and thin sand soil. The content of physical clay (< 0.01mm) is  $24.5\% \pm 15.7\%$ . It has poor fertilizer and water retention and good ventilation, which is conducive to the emergence of "little red rice" in the soil layer; The soil in Lixiahe area is mostly ground soil, ground soil and silty soil. The soil texture is relatively viscous, and the content of physical clay (< 0.01mm) is  $49.3\% \pm 12.4\%$ . It has good water and handle retention and poor ventilation, which is not conducive to the emergence of "little red rice" in the soil layer; The soil along the river is mostly silt, and the soil quality is between the high sand land area and Lixiahe area. The content of physical clay (< 0.01 mm) is  $44.3\% \pm 9.7\%$ . The occurrence of "small red rice" is more serious than that in Lixiahe area and less than that in Lixiahe area. According to different soil characteristics, we prepared different rice farming methods: Wheat Interplanting rice, direct seeding rice, throwing rice and transplanting rice. Especially for the air permeability of different soils, the rice seed depth obtained by appropriate planting methods is studied to obtain appropriate air circulation and soil contact degree [3].

### 2.2.3. Cotton

Cotton is one of the main economic crops in China. The data show that in 2020, the national cotton sowing area was 31699000 hectares (47.548 million mu), a decrease of 1694000 hectares (2.541 million mu) over the previous year, a decrease of 5.1%. In terms of regions, Xinjiang, China's largest cotton producing region, reasonably guided cotton production in accordance with the principle of "controlling area, improving quality and efficiency". The cotton sowing area was 25019000 hectares (37529000 mu), a decrease of 386000 hectares (579000 mu) over the previous year, a decrease of 1.5%. China is the largest cotton producer and consumer. Since China joined the WTO in 2001, China has adopted a tariff quota system for cotton imports, imposing a tariff of 1% on cotton imported within the quota and 76% on cotton imported outside the quota. The cotton import quantity in the quota increased from 781000 tons in 2001 to 894000 tons in 2004, and has been maintained at this level since then. In order to meet domestic demand, China needs to import about 2 million tons of cotton every year. In recent years, China has actively expanded import channels and strengthened cooperation with important cotton producing countries such as Brazil and India to ensure the stability of the domestic cotton supply chain. The planting methods are as follows: land selection, ridge making, seed treatment, one-time sowing, seedling preservation and field management.

## 2.3. Storage and Transportation of Products and Wastes

### 2.3.1. Harvesting Agricultural Products and By-products

(1) Add instrumental harvesting. The combine harvester is used to harvest the crops. After each row is harvested, the crops will be automatically threshed and the straw will be automatically bound. Under the condition of reducing the loss rate, it can also facilitate the recovery of agricultural waste in the later stage. Taking wheat as an example, compared with traditional agricultural harvesting machinery, the separation loss of combine harvester is only 5% ~ 8%, and the daily harvesting area is about 33.3hm<sup>2</sup>. It is equipped with advanced agricultural system combine harvester, equipped with GPS split receiver, grain flow sensor, grain moisture and temperature sensor, header height sensor, yield monitor, driving speed sensor, data card, AFS software system and other devices, which can automatically collect crop information, According to the automatically collected information, analyze the situation of crops, and automatically adjust the height, header, throttle, steering, etc. of the operating machine to achieve accurate harvest of crops. At the same time, the operation requirements such as density, fertilization and ridging of automatic sowing of crops are analyzed to provide accurate reference information for the later production optimization of crops.

(2) Control harvesting time. Under the constraints of farming time and climate, it is necessary to accurately control the time of harvesting crops and ensure that they are harvested immediately after stopping plant growth. The specific harvest time shall be controlled according to the maturity of crops and the purpose of main products to prevent crop yield reduction due to the wrong control of harvest time.

### 2.3.2. Storage of Crops

(1) Warehouse location. The warehouse construction shall avoid faults and other unstable sections to avoid being damaged by natural disasters. Taking Nicha town as an example, the urban area of the place is located in a plain area. The geology of the section is relatively stable and is not easy to produce the above geological disasters. Anhui has large rainfall in flood season and plum rain weather, and Anhui is mainly mountainous and plain terrain. Warehouse construction avoids debris flow and landslide prone areas. Wuwei city is located in plain and is less affected by it. At the same time, investigate the local hydrological and water quality conditions to avoid the impact of flood disasters on the warehouse, and pay attention to the drainage of the terrain to avoid ponding in the warehouse.

(2) Warehouse management. Firstly, agricultural products are sorted and sorted before warehousing. Due to the different temperature, air humidity, damage degree and maturity required for storage of different agricultural products, agricultural products need to be screened and then stored. For example, fruit agricultural products are rich in moisture and nutrients, and damaged fruits are easy to breed microorganisms. Failure to sort them will cause serious losses; Fruits need a lot of water to maintain their fresh quality, and the humidity is required to be about 85% to 90%, while the humidity and other conditions are not strict for fruits and vegetables with good storage resistance such as cabbage, potato and sweet potato. Such fruits and vegetables can be stored in the storage kiln to reduce the occupation of cold storage space; Fruits such as apples and pears are at room temperature. It is very easy to oxidize and deteriorate in the environment. In order to pursue better color quality of fruits in the sales period, it must be considered to store these fruits and vegetables with high requirements for storage environment in the cold storage; Sorting out some immature fruits and vegetables can achieve almost the same color quality through manual ripening, which improves the utilization rate of picked fruits and vegetables. Secondly, in the early stage of the development of the association, the Recruitment Administrator carefully checked the order before each receipt and shipment, registered the consignee and consignee, and regularly counted the products in the warehouse, so as to avoid the overdue situation caused by long-term retention of products,

followed the principle of first in first out, reported the products with insufficient inventory, and differentiated the responsibility to each

### 2.3.3. Distribution of Agricultural Products

(1) Base direct distribution. This mode can be adopted for online sales and picking direct sales. After harvesting, the agricultural products are directly packaged and delivered to consumers by the agricultural products planting base. The advantage of this mode is that there is less circulation process, which can ensure the quality of agricultural products. The disadvantage is that the varieties are not rich enough, and it is difficult to ensure the timeliness in remote areas. Logistics distribution center is a modern circulation infrastructure node engaged in the allocation of warehousing goods and the organization of delivery to the place of customer demand, so as to efficiently complete the supply and sales. Generally speaking, the distribution center is an organization and facility to obtain and process the order information of end customers, sort, circulate, process, package, load and unload a large number of goods supplied upstream of the supply chain according to the customer's order information, and implement effective distribution.

(2) Distribution type of storage center. This model is to establish a large-scale storage and distribution center, purchase good agricultural products in the base, store them in the distribution center, and then package and express them to consumers according to orders. The advantage of this model is rich in varieties, but the disadvantage is that the timeliness is slightly poor, and the cost of building a large-scale distribution and storage center is high.

(3) "Agricultural super docking" mode. In recent years, supermarkets have become the main channel for urban families to purchase food, and urban consumers trust the food safety of supermarkets "Agricultural super docking" can not only avoid the blindness of production, but also stabilize the sales channels and prices of agricultural products. This model is similar to take out. It cooperates with vegetable and fruit stores. After placing an order, the customer can entrust a third party to distribute it to the customer in a short time. The advantages of this model are strong distribution timeliness, low operation cost and difficult to control the quality.

## 2.4. Recycling Mode

### 2.4.1. Straw Feed

In recent years, with the rapid development of China's economy and the improvement of people's living standards, great changes have taken place in the diet structure. The demand for poultry eggs and milk has increased rapidly, which has promoted the rapid development of the aquaculture industry and provided a strong driving force for the feed processing industry. However, the overall level of aquaculture in China is not high, and there is a phenomenon of polarization. The full price feed mainly prepared with grain is adopted. Although the breeding effect of these high-quality feeds is good, the price is high. Except for some large farms, most small free range farmers have to flinch. This has resulted in the lack of high-quality and cheap feed in China on the one hand, and the closure of a large number of grain and feed production enterprises on the other hand. The new straw block feed is a brand-new feed produced by using advanced cold pressing technology and feed briquetting machine. This kind of feed is massive, dense, convenient for transportation and storage, and has strong practicability. On the other hand, after mechanical kneading and conditioning before granulation, organic matter is decomposed by heat. Chemical composition changes, so that the mosaic structure of cellulose, hemicellulose and lignin in straw is destroyed, which is conducive to the erosion and infiltration of rumen digestive juice. We should also integrate the corresponding technologies with the Internet, intelligent equipment and other new technologies, so as to greatly improve the production accuracy and efficiency of the corresponding equipment for the production of new straw block feed. At the same time, according to the information provided to us by the Internet, we should continue to innovate, continuously improve the corresponding production



technology, and create the brand of our new feed, Promote our products to go global [4]. This is the development direction of straw feed in China. Many crop stalks can produce block feed.

#### **2.4.2. Straw Power Generation**

At present, thermal power accounts for more than 70% of China's power structure. Due to the high initial production price and relatively long construction cycle, nuclear power and wind power need national support to develop, but the information from government departments is not optimistic. Straw is a good clean and renewable energy. Its average sulfur content is 3.8%, while the average sulfur content of coal is 1%. Therefore, according to the relevant data we see on the Internet, straw power generation should be a high-quality choice for our country. According to the information provided to us by the Internet, we can first collect the high-quality straw we need, and strictly control the amount of straw we need in power generation, At the same time, cooperate with corresponding power plants and combine corresponding high and new technologies to achieve this goal.

#### **2.4.3. Straw Gasification**

The development prospect of straw gasification is good. Because its production process is not complex, only the corresponding straw biomass gasifier is required. At the same time, the price of straw biomass gasifier is not very high, about 800 yuan per unit, which is also easily accepted by the people in rural areas. Straw gasification is also green and environmental protection, which meets the relevant requirements of our national policies, This technology has become very popular in China under the influence of the Internet. In China, the rural straw centralized gas supply system represented by Shandong Energy Institute has been greatly popularized and applied, and about 300 gas supply projects have been completed, with a total investment of more than 100 million yuan; Dozens of domestic units have engaged in the production and sales of rural straw centralized gas supply devices. Straw gasification centralized gas supply technology takes a large number of various straw in rural areas as the main gasification raw materials; Provide farmers with cooking gas or heat energy for drying grain by means of centralized gas supply. In particular, farmers are eager to use clean energy to get rich and move towards a well-off society. Straw gasification makes farmers change from firewood to gas, which meets farmers' requirements for improving the quality of life. Therefore, it is welcomed and affirmed by farmers. Straw gasification technology can improve rural energy structure, improve farmers' quality of life, reduce environmental pollution caused by random burning of straw, and promote rural scientific and technological progress and sustainable development.

#### **2.4.4. Making Disposable Tableware**

The process method for producing disposable tableware boxes with plant straw is characterized in that: the plant straw is crushed into particles, and then put into hot water to stir cellulose, starch and caustic soda into the slurry liquid. After mixing evenly, put in coagulant to stir evenly, and extrude the material per unit dosage of tableware boxes with an extruder, Put the non-toxic and high temperature resistant rubber plastic or metal sleeve on the forming mold, and then put the material per unit consumption of the tableware box into the tableware box, press and form it under the action of the press, then separate the non-toxic and high temperature resistant rubber plastic or metal sleeve from the forming mold with the pressed tableware box for drying, and separate the set from the tableware box after the surface of the tableware box is dry, Finally, the tableware box is completely dried and made into a disposable tableware box made of plant straw material. Tableware boxes are clean and environmentally friendly, and these technologies can be realized. Because this technology is simple and easy to operate, we only need to cooperate with corresponding manufacturers and spread our products through the Internet to realize large-scale sales of products.

### 2.4.5. Straw Made From Wheat Straw

The invention relates to a green environmental protection straw and a manufacturing method thereof. The utility model relates to a green straw, which is composed of a certain length of gramineous plant straw after washing, drying, disinfection and sterilization. The invention relates to a manufacturing method of a green straw, which comprises the following preparation processes: purchasing wheat straw and rice straw; Secondly, wheat straw and rice straw are mechanically cut into specific lengths; Then, the mud, herbicides and pesticides attached to the surface of wheat straw and rice straw were removed by water washing; Then it is placed in an oven and dried at a specific temperature. After ultraviolet disinfection, it is encapsulated. There are two options for packaging: paper bag packaging and wrapping paper packaging. The production and use of the product is environmentally friendly and safe. Because our country implements the plastic ban on a large scale, it is necessary for us to carry out this project. In today's developed network, as long as we produce this product with a certain scale and quality, our products can greatly develop because of the rapid spread of the Internet.

## 3. Marketing Strategy

### 3.1. Opening Physical Stores

#### 3.1.1. Price Attraction

A limited time discount can be carried out to push the "buy one get two free" activity for one or several fruits and vegetables during holidays, such as buying cherizi and giving apples, and then slightly increase the price of cherizi by 1 to 5 yuan to realize cost recovery and profit under the condition of sufficient sales; Customers can also use the illusion of commodity price difference to sell, such as listing one or two kinds of high price fruits. When selling hot-selling commodities at normal prices, customers will be more likely to accept hot-selling fruits at normal prices under the influence of price difference; For example, a 60% discount for 200 yuan will cause a loss of 80 yuan, and a 20% discount for 200 yuan will only cause a loss of 36 yuan. However, in the form of price reduction and discount, it is more attractive for customers to buy; Gifts are attractive. You can choose to buy some toys or women's daily necessities, such as headbands, and give them when customers pay and check out, which can leave a better impression on customers and attract customers to enter the store again. In addition, you can also retain customers by handling membership cards. For example, when customers visit our store for the first time, you can choose zero yuan to handle membership cards and give a balance of 100 yuan. After that, all sales in this store can be settled through membership cards, which can effectively retain customers for sales in our store; You can also cooperate with colleges and universities to participate in the social practice of college students, so that students can understand the internal operation of the store and improve the influence rate of the store.

#### 3.1.2. Brand Building

First, ensure the quality of goods, pursue environmental protection in the production process, and use high-quality goods to make a profound impact on customers. Then build a brand, find professionals to make brand trademarks, register trademarks after production, paste registered trademarks on goods, and establish a good faith brand. The brand name of goods is simple and easy to understand, after sale, it can make customers pay more attention to the store. At the same time, it can make store business cards in batches and give them to consumers when they complete their consumption, which can strengthen the relationship between customers and the store. The employees in the store are required to recruit high-quality talents, can have friendly communication with customers, smile service can attract customers to pay more attention to the store, cooperate with other stores in the sales process and expand the scale of the store, So as to expand the brand effect [5].

### 3.1.3. Store Building

A high-quality shop cannot do without the design of the storefront. Since fruits and vegetables are sold, it can be divided into two parts for layout. It is divided into two spaces: vegetables and fruits. Because mixing vegetables and fruits for a long time is easy to produce peculiar smell, which will affect the taste of fruits. The store door design is fresh and refined, and the display of green plants is a beautiful scenery in the street, The creeper is wrapped around the outside of the door frame to create a sense of mystery. The first space in the store sells fruits. In addition to placing fruits, several tables and chairs are also placed as a rest area. Some light music will be played in the rest area. Customers can come here to taste fruit salad or taste fruit taste here. The wall is green with blue sky, Dark carpet shall be laid on the ground to avoid the dirty store caused by footprints or sediment carried by shoes, which will affect customers' shopping mood. A black box frame shall be placed on the ceiling. Plastic vines are arranged on the frame, and fruit models are bound on the vines, which can not only optimize the environment, but also attract children to watch and play, and energy-saving light bulbs are interspersed in the middle, Avoid that the light is too dark to show the fruit color well. Then enter the room selling vegetables through a door. Each vegetable is placed in two places to avoid discomfort caused by customer crowding, which will affect the consumption experience. Customers will be tired after purchasing vegetables. After consumption, customers can enter the rest area of the fruit shop through another channel to avoid poor circulation and urge customers to sit down and rest under the action of music, Attract parents and children to buy fruit drinks or salads, so as to prolong customers' time in the store and enrich customers' consumption experience.

### 3.1.4. Publicity

With regard to the publicity of offline physical stores, we achieve the publicity effect by making store business cards and putting them on customers' consumer goods. In addition, we will cooperate with some part-time personnel to help distribute leaflets. Offline, we will also hold various regular promotional activities to invite customers to taste fresh fruits. In addition, we will take advantage of the opportunity of some large-scale activities to communicate with the organizers, unilaterally provide the fruit needed by the activity, and provide preferential treatment, and affix the brand trademark on the fruit, so as to achieve the publicity effect.

## 3.2. Looking for Business Cooperation

### 3.2.1. Site Visit

Look for the local vegetable wholesale market, small businesses or large vegetable and fruit markets, ask the market owner about the supply of goods and the customers' Reflection on the commodity quality, and understand the local vegetable and fruit market. In addition, ask the consumers about the passenger flow of each store and the evaluation of the service through the questionnaire, so as to avoid the impact of the insufficient business strength of the business partners on the brand sales, Then investigate the local vegetable and fruit market price, obtain the market reference purchase price, and do a good job in price comparison for the subsequent purchase price negotiation.

### 3.2.2. Acquisition Negotiation

Show the quality of fruits and vegetables to the merchants, lead the merchants to the production site for field exploration, let the merchants understand the whole production, storage and transportation process, win the trust of the merchants, then understand the market share of the merchants, negotiate the purchase price and sign the contract under communication.

### 3.2.3. Improve Supply

After the first batch of vegetable and fruit products are delivered to the merchants, the batch volume of various vegetable and fruit products shall be adjusted according to the real-time sales



situation. The production scale of the production place shall also be changed according to the market situation to avoid sunk costs and reduce losses as much as possible. Suppliers shall select sites and establish sub warehouses in areas close to the merchants to reduce the distance between them and shorten the supply time. In case of special circumstances, For example, customers' consumption suddenly soars, and the store is short of stock. Suppliers close to each other can supply goods immediately to solve the shortage.

### **3.3. Set up Association Purchase Platform**

Set up the official app and website of the association. There is a purchase section in the app and website. Users can purchase online. The purchase module has specific introduction and price of specific dishes. Users can choose to buy by themselves to ensure the diversification of payment methods. The dishes are classified according to their functions and functions for customers with different needs to choose. Through the purchase platform, users can intuitively watch the pictures and videos of dishes on the farm, and clearly display the fertilization types, growth and cultivation of crops.

### **3.4. Development of Adoption Model**

Develop a one-to-one adoption mode. The user can choose to contract crops on some land (optional) through the online platform, which will provide the user with regular growth and real-time monitoring of crops on the contracted land. The user can observe crop growth through our app and communicate with us in real time, We can also show the growth of our contracted crops in the community section of the app. After the crops are mature, we will harvest them and transport them to each one-to-one contracted user.

### **3.5. Set Regular Live Broadcast**

Set up official accounts on multiple platforms and set up regular live broadcasting. The live broadcast will lead you to watch the actual situation of the farm, show the growth of dishes in the current season in an all-round way, help users understand the dishes in the current period, and popularize relevant knowledge, so that you can understand the benefits of relevant crops. During planting and harvesting, relevant live broadcasts are also set up to help everyone intuitively understand the difficulty of grain production, and cultivate and carry forward the spirit and consciousness of saving grain. In the process of live broadcasting, we will also play the function of live broadcasting with goods. Through live broadcasting, we can sell directly online, and users can buy products at a preferential price in the live broadcasting room.

### **3.6. Open An Official Video Platform Account**

Create official accounts on multiple video platforms and send relevant videos, including introduction to farms, introduction to crops and some publicity for local villages. Through the video, users can intuitively and accurately have an in-depth understanding of farm work and crops, and people eager to return to the countryside or yearn for rural life can intuitively taste rural life through our video number.

### **3.7. Cooperation with Other Apps**

Cooperate with some apps and platforms. Some app official numbers can be settled in the association's app. The association will also publicize its products in the cooperative app. The association will put advertisements on some apps to achieve the purpose of publicity and let the people know the association's products through more channels.

## 4. Business Model

### 4.1. Blockchain + Agriculture

Blockchain features. Decentralization: blockchain is an end-to-end network aggregate composed of many blocks. Each block has a node with the previous block, so it can be said that each block is an independent small individual. There is no centralized management organization. The data contained in it is realized by mathematical algorithm, so that each node can exchange data and information freely. Autonomy: each node in the blockchain is based on a consistent security protocol, so that all nodes and blocks in the system can exchange data in a risk-free environment, and any external intervention is invalid. Openness: all data contained in the blockchain is transparent, and any unit can join (open chain). Non tamperability: the blockchain uses the hash function in cryptography, and each block is connected through this function, which effectively prevents tampering. Anonymity: each node in the blockchain has a fixed algorithm, and the resulting link contains a set application program, which will automatically judge whether the user & apos, command activity is effective, and there is no need to trust the other party in the way of public information [6].

### 4.2. Blockchain + Agricultural Big Data

With the vigorous promotion of the Internet into the rural project, government informatization has become more and more popular. In addition, the increasing improvement of agricultural big data will lead to the blowout of agricultural data. Therefore, safe and real data management has become very important, and the existence of blockchain has played a great role. The blockchain improves the accuracy of the data uploaded by users by structurally adjusting the data, and then removing the weak points in the data processing link, so as to improve the quality of the data. Through the distributed network management method to improve the security of data and provide users with more privacy, strictly verify the encrypted mathematical algorithm to ensure the authenticity of the uploaded data. Finally, with the help of decentralized network route, data can be processed quickly and efficiently, which saves unnecessary time for traditional methods to process data and simplifies data access.

### 4.3. Blockchain + Traceability of Agricultural Products

In the past process of agricultural production, consumers and agricultural enterprises were completely unequal. Whether agricultural enterprises use excessive additives or artificial feed when planting crops or raising livestock, and whether there is a phenomenon of cutting corners in packaging and transportation, etc. These are unknown to consumers. When the products produced by enterprises have quality problems, not only the legitimate rights and interests of consumers can not be guaranteed, but also agricultural enterprises can not find the source of problem products, which will lead to a sharp decline in consumers & apos; trust and favor of enterprises. However, the traceability system based on blockchain technology, on the one hand, enterprises can encrypt and save the agricultural product data uploaded by farmers. On the other hand, with the hash function in cryptography, all data can not be modified once uploaded, which can fundamentally eliminate the influence of external factors, make its data more authentic and transparent, and enhance the trust of consumers [7].

### 4.4. Blockchain + Supply Chain Finance

In recent years, the state has vigorously promoted the construction project of supply chain finance, which has alleviated the problems of decentralized financing, high transaction cost, low credit level and non-standard transaction in rural industries to a certain extent. However, its development is still in its infancy, and there are still many problems to be solved. For example, farmers in the lower reaches of the industrial chain rely too much on the leading companies in the upper reaches, and there is a serious problem of information asymmetry, which is easy to

cause the leading companies to squeeze farmers. Another example is that transactions in the supply chain involve multiple companies, resulting in prolonged transaction cycle, cumbersome procedures and high cost. As blockchain technology itself is an Internet infrastructure technology, when it is applied to the supply chain, it will change this fixed transaction mode and reshape the underlying infrastructure downstream of the supply chain. In this way, many small and medium-sized enterprises that originally survive in the cracks due to financing problems get more opportunities, which not only reduces costs, but also saves time. Then, by building relevant enterprise alliance chains, the upper, middle and lower enterprises in the same supply chain, logistics warehousing, financial institutions and third-party e-commerce platforms are connected to the same system to form a shared chain. The information on the sharing chain is transparent and reliable, avoiding the above information asymmetry and squeezing farmers, and standardizing the operation and flexibility of the industry [8].

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