

Investigation on Orchards in Mengyin County, Linyi City, Shandong Province and Chaoquan Town, Feicheng City

Hebing Wang

College of Horticulture, Shandong Agricultural University, Tai'an, Shandong, 271018, China

Abstract

Shandong Agricultural University pursues the footprints of scientists-members of the rural revitalization practice service team in Chaoquan Town, Feicheng, Yimeng Mountain Orchard and other places actively participated in the social practice activities of college students' summer "Three Going to the Countryside", respectively on August 8 and August 10 Visited the countryside twice to carry out practical activities. The "Three Going to the Countryside" activity is based on "tracing the footprints of the old people and helping the village revitalize". While understanding the survival of the countryside and feeling the sufferings in the countryside, it also cultivates the consciousness of college students to serve the community and the country. This social practice activity will combine the characteristics of the facility gardening profession, find the footprints of Academician Shu, understand his achievements and contributions to local farmers, and understand the local agricultural industry structure and rural management situation and its To the problems faced by orchard management, and to contribute as much as possible to the construction of a new socialist countryside through actual practice.

Keywords

Rural revitalization; Industrial structure; Orchard management.

1. Introduction

Promoting the new rural revitalization development strategy is an important political strategic task that has been clearly put forward since the 19th National Congress of the Communist Party of China. It is an important historical and important task of economic and social development that is decisive in building a well-off society in an all-round way and the goal of building a socialist modernization and strong army. Under the new situation, it is a new flag and master hand to do a good job in the actual management of "agriculture, rural areas and farmers". Today, through the construction of new villages and the fight against poverty in recent years, China's rural economic and social development has shown a significant upward trend, agricultural infrastructure has continued to improve, the per capita income of villagers has also increased year by year, and the agricultural industry has gradually improved. Contrary to the vigorous development of traditional agricultural hardware construction, agricultural software construction-rural culture, including rural culture and public culture, is relatively lagging behind, and gradually shows deficiencies and deficiencies.

2. Survey Methods and Statistical Analysis of Data

2.1. Field Investigation Method

2.1.1. Follow the Footsteps of Academicians and Learn the Spirit of Academicians

The practice team first came to the Yimeng Six Sisters Memorial Hall, where they handed over with the staff. Just after getting off the bus, the local villagers eagerly received us. The team

leader and Director Wang expressed their purpose and significance through exchanges. During the communication with Director Wang, we gradually learned about Dr. Shu Huairui's contribution to local agriculture and related deeds. He told Director Wang that Dr. Shu Huairui has been devoted to researching how to deal with problems in agricultural production in the past seventy years. Because he is well versed in agricultural theory and practice, many problems in fruit planting can be successfully resolved in his hands. Director Wang also introduced that Academician Shu was over fifty years old at the time. During the targeted poverty alleviation project in Mengyin County, Shu Huairui stayed in the orchard every day to find a way. In order not to cause trouble to the villagers, he personally brought the biscuits back. Home, go to the fields to forage when you are hungry. But through years of in-depth research on the fruit root system and continuous thinking, he finally came up with an economical and simple and feasible method-the technology of "mulching the hole to store fertilizer water", which greatly improved the utilization efficiency of water and fertilizer at that time. After studying, the team members earnestly realized that only by maintaining a pure heart, studying professional knowledge assiduously and closely integrating with today's social issues, can they make achievements in related fields.

2.1.2. Actively Participate in Research to Help Revitalize Rural Areas-study and Investigation in Shangzhai Village, Chaoquan Town, Feicheng City, Tai'an

On August 10th, the practice team went to Shangzhai Village, Chaoquan Town, Feicheng City, Tai'an for study and inspection. The stationmaster Chen of Feicheng Orchard and Mr. Yin Chengjun of Feicheng Shangzhai Red Fruit Industry Co., Ltd. warmly received us. In the communication with the stationmaster Chen and Mr. Yin Chengjun, we learned that the biggest problem of Feicheng Fruit Industry is the lack of brand awareness. In addition, there are not enough brand promotion efforts, low brand marketing level, and not many new brands; the standard system is not sound, and the level of standardized production technology needs to be further improved; quality and safety testing and brand supervision are not in place; use "Internet +" to develop the network Problems such as insufficient sales.

At the same time, Mr. Yin Chengjun led the practice group to visit the local orchard and introduced to us the "Partially optimized three-layer soil management" technology of Academician Shu Huairui, which gave us a clearer understanding of the local orchard.

2.2. Statistical Analysis of Data

2.2.1. Status of Fruit Trees in Mengyin County

Mengyin County is located in the hinterland of Yimeng Mountain, Shandong. It is the largest fruit producing county in Linyi City. The existing fruit area is about 1 million mu, of which the area of peaches is 650,000 mu, the area of apples is 180,000 mu, and the area of chestnuts is about 100,000. Mu, about 70,000 acres of other fruits. In 2020, the county's fruit production will be 1.275 million tons, and the total agricultural production value will be 5.63 billion yuan. The per capita fruit income of fruit farmers will exceed 10,000 yuan, accounting for the per capita net income of rural farmers Over 70% of the total, the leading fruit industry is regarded as an important pillar of the county's agricultural and rural economic and social development, and the leading industry of green agriculture. From 2014 to 2020, the Mengyin County Government successively undertook the development of the provincial-level high-quality characteristic agricultural products development platform project, "High-quality agricultural product characteristics-peach product quality and efficiency technology integrated innovation and application" and other projects, becoming one of the county's major projects China has invested nearly 40 million yuan in national financial funds to establish ten demonstration parks for modern effective fruit planting models in eight villages in the county, with a total area of nearly 5,000 mu, and demonstrate the implementation of modern fruit intensive planting models. The county has promoted the renewal of old fruits. The newly-developed fruit area has

exceeded 20,000 mu, and the coverage of old fruit science and technology and new products has exceeded 90%.

2.2.2. Status Quo of Fruit Industry in Shandong Province

At present, the fruit industry in our province is mainly facing the two major problems of the aging population of fruit growers and orchards. According to the survey, the proportion of people over the age of 50 who are currently involved in the production and operation of the fruit industry has reached 63%, of which 50% are over the age of 60, and 97% are young. A generation is unwilling to grow fruits at home; traditionally planted orchards in Shandong Province account for more than 80% of the country's land area. Take Apple Company as an example, apple orchards over 30 years old account for about a quarter of the country. There are more than a few, but the traditional Chinese planting model orchard has practical problems such as tree canopy, poor ventilation and light conditions, heavier pests and diseases, and low fruit quality, and the orchard machinery cannot be used. The "dual" aging phenomenon has made it impossible to implement standardized production methods. [3]

3. Analysis of Survey Results

3.1. Technology Needs to Be Improved in Time

In this "Three Going to the Countryside" activity, we learned about the work of Academician Shu Huairui, and also learned about the technology used by farmers and the current policies. In Yanzhuang, I visited the Yimeng Six Sisters Memorial Hall with the director of the local fruit industry bureau Wang and the secretary of Yanzhuang Village, and felt the strong revolutionary atmosphere and patriotic feelings. At noon, I had a farmhouse meal with the villagers and tasted the apples just picked. When the old secretary of Yanzhuang talked about the work of Academician Shu, the old secretary cordially summed up Academician Shu's mulching hole fertilizer storage technology as "buried grass handles" to solve the problem of water shortage at that time. The yield and quality of the fruit have been improved. It is said that the villagers in Yanzhuang do not lack skills, and the professors of the Agricultural University often come to guide them, and a sense of pride arises spontaneously. We can feel that although the previous technology is no longer practical, the concept has been retained, and we have always maintained close contact with the countryside, constantly delivering new technologies, and contributing to the revitalization of the countryside. This trip to the countryside allows us to no longer confine ourselves to the knowledge in the classroom. Through the combination with modern practical technology, we can confirm each other. On the one hand, we can improve our own knowledge system and better meet the challenges of the knowledge economy.

3.2. Keep Your Feet on the Ground, Have A Correct Attitude, and Actively Participate in Practical Work

In the course of the activity, we also encountered many difficulties. In addition to work assignment, communication and exchange problems, more importantly, college students did not have enough understanding of the strategic significance of the Three Going to the Countryside activities. When talking about Academician Shu, Director Wang of the Fruit Industry Bureau said, "The old man came to Yanzhuang for an inspection in his eighties, and he didn't have any shelf." In the past two years, the cultural construction, science and technology, and health of our university have been vigorously developed. The "Going to the Countryside" educational activity has played a positive role in promoting the healthy growth of our university students, but some students still have insufficient strategic awareness of the "Three Going to the Countryside" educational activity. If some students feel that "Three trips to the countryside" is a kind of punishment; some students just go to the countryside for the sake of credits; some students pose as a technical expert in the countryside, but neglect to humbly teach

to the masses; while another part of the students "go to the countryside" "Fearing hardship, providing farmers with many necessary conditions and increasing their burdens. All these status quo are contrary to the fundamental purpose of the "Three Going to the Country" educational activities. It requires us to focus on improving college students' cultural construction, science and technology , Understanding of the strategic importance of health "Three to the Countryside".

3.3. There Are Still Unsolved Problems in Fruit Tree Production

In Chaoquan Town, Feicheng, we had a close conversation with Mr. Yin and the stationmaster Chen. When we talked about Shulao, the two were full of praise. Mr. Yin recalled, "On a rainy day, the old man wore leather shoes, wading through the mud and went directly into the orchard to check the condition of the fruit trees." Now farmers also know a lot about the root system of fruit trees, and the idea of growing roots and strong trees is deeply rooted in the hearts of the people. In this event, we ate, lived and worked together with the farmers. Negotiate with local cooperatives, and conduct relevant interviews and investigations with government departments based on current reality and policies. During the period, we learned that most of the population engaged in agriculture nowadays is the "March 8th, June 1st, and Nine-Nine" companies. There is a shortage of young people. How to let young people join the countryside is a very important issue. In addition, there are three main problems in the production of fruit trees. The first is the single variety, and the second is that the support needs to be improved. For example, in terms of financial subsidies, and finally, there are sales problems. There are slow sales problems in many places affected by the epidemic. We expressed our intention to cooperate with the local area, and help everyone to reduce storage with the help of universities.

4. Summary and Suggestions

4.1. Suggestions

4.1.1. Establish Basic Service Facilities as Soon as Possible to Pave the Way for the Development of New Agricultural Industries

According to the main purpose of improving quality and efficiency, it integrates scientific and technological strength and capital investment in agricultural products, water conservancy projects, fruit industry and other application fields to build a more scientific and reasonable development of modern fruit fields, and to ensure that farmers rely on water and water for generations to survive. Land resources, lay the foundation for the better development of agricultural products. If farmers want to build roads before they get rich, the "roads" for e-commerce development are logistics, transportation and networks. To develop fruit e-commerce and logistics distribution, it is also necessary to solve the problem of asymmetry in fruit grower information and traffic safety. Government departments should also increase investment in the construction of urban and rural public transportation, improve the farmers' transportation information network in mountainous and remote areas, and promote the interconnection between urban and rural areas and the outside world, so as to promote the development of farmers' e-commerce. In addition, establish a brand-effect fruit marketing and processing company, and at the same time contact large domestic and foreign cold chain transportation, fruit and vegetable processing, and e-commerce platform companies to build bases, build factories, and expand operations in Mengyin County to improve the structure of the fruit circulation field from a deep level. [1].

4.1.2. Gather Rural Revitalization Forces to Achieve Talent Revitalization

Human resources are the backbone of today's society. High-level human resources are indispensable to economic and social development, and are as important as traditional agricultural areas. 1) Mengyin County should not only develop and expand modern agricultural

industry, but also cultivate a new type of vocational countryside. The government should increase investment in training, actively hire authoritative persons to teach relevant agricultural knowledge, and hold rural professional education and training classes at the same time, and through pilot implementation, the training content will be applied to the county's rural development. 2) All towns and villages should pay attention to the recruitment and training of local personnel. Through introduction and active organization of villages and towns, they cultivated rural leaders who have certain strength and can undertake important social responsibilities in all villages, guide all farmers to work together to get rid of poverty and become rich, and revitalize rural economic and social development.

An industry needs a strong core technical team as a guarantee to ensure its competitiveness and survivability [2]. 1) In terms of team management, Mengyin County People's Government can centralize all fruit tree personnel in the area, implement overall management, and set up professional departments to achieve full-time professional; 2) In terms of talent planning and management, through Mengyin The county people's government can not only deploy high-quality professional fruit tree training personnel in the indicators of national institutions, but also oriented training of the required personnel through cooperation with the school, and spend about five years to carry out full-time professional talent reserve work for the school Future development provides a solid foundation.

4.1.3. Strengthen Brand Building and Form Brand Effect

Rural production personnel must consolidate and strengthen their awareness of exquisiteness, use specialized cooperatives and specialized large households in rural areas as the key service carriers, and regard the production of pollution-free products, green ecological food, organic food and other mid-to-high-end products as the main goal, and further strengthen the quality of peaches Control, strictly control the quality of peach products to stabilize and pass the customs, so that the brand quality can be effectively improved, and the further development and expansion of exquisite agricultural products. Point and noodles have gradually become well-known symbol products from far and near. Construction is a long-term management work. It is necessary to plan the construction scientifically, and comprehensively utilize multimedia technologies such as sound, light, color, and modern network information technology to increase network promotion.

5. Summary

With the help of this "Three Going to the Countryside" educational activities, we can grasp the basic information content about human resources, science and technology requirements in the construction of social and economic civilization from the grassroots level, which can help Chinese college students to better adapt to the development needs of the knowledge economy era. In addition, the teaching activities of "Three Going to the Countryside" have changed from one-sided teaching to two-sided learning. Compared with the past college students' social practice activities, the college students' culture, technology, and health "Three Going to the Country" teaching activities have gradually formed a two-way teaching movement. On one side, college students have learned excellent traditional cultural virtues and valuable valuables from the masses of workers and peasants. Community practical work experience, the workers and peasants on one side have learned knowledge, technology and economic and social development information from college students, and unified the two in the great practice of building a socialist party with Chinese characteristics.

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