

Research on the Optimization of "Internet +" Agricultural Economic Integration in the Yangtze River Delta

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Abstract

With the continuous high-quality development of the Internet economy, today's agricultural economy and the combination of the Internet have achieved better economic benefits. "Internet" agriculture should be the update of traditional agriculture, Internet service projects, big information content, Internet of Things technology, cloud computing and other information technologies. Recently, e-commerce, logistics and other software have been used. Give the steps of production and manufacturing, marketing, agricultural service project commodity circulation plan, and its connection and update, complete the professional and intelligent data information of agricultural development, and complete the reasonable layout of human resources expenditure. Give appropriate material wealth and funds to create more efficient agricultural development models and enhance the value of agricultural products. The project analysis report discusses the combination of the Internet and the agricultural economy in the Yangtze River Delta region, as well as various problems, and finally gives preventive measures and suggestions to promote the improvement of the rural revitalization model.

Keywords

Internet; Agriculture Products; Agricultural Economy and Agricultural Information Content.

1. Introduction

At this stage, the application system of Internet technology in the Yangtze River Delta is becoming more and more perfect. The "Internet" agricultural economic development model has great development potential and is the solution to agricultural economic development. Through studying the "Internet" agricultural economic development model, promote the innovative development of agricultural industrial structure, simplify the agricultural product sales management process, enhance the efficiency of the economic situation, and complete the sharing of agricultural economic resources. It is of great value to operators, users and the technological development of the Internet. Agricultural economy has become a hot topic of current affairs, and it is hopeful to create "Internet" agricultural Internet. Through the qualitative analysis of the development of agricultural product market sales software, we can promote the market sales of agricultural products, meet the needs of the market, and achieve the main economic benefits of agricultural economic development. The "Internet" agricultural economic development model is an inevitable choice for the reform, innovation and development of agricultural production and manufacturing. Use the Internet to introduce contemporary methods and technologies to promote agricultural economic development and promote sustainable development of agriculture [2].

2. Literature Review

Internet agriculture and animal husbandry refers to the integration of Internet technology into agriculture, production and processing, sales and other industrial chains. Complete agricultural development mode with intelligent equipment and information [3]. According to the agricultural production mode of the Internet, the Internet can change the distribution form of agricultural products and promote new opportunities for e-commerce. Intelligent agricultural products Internet technology is widely used, with electronic computers as the core. At this stage, information technology integration, cognition, transmission, manipulation, and practical operation are integrated to complete agricultural standardization; Standardization is a big step forward. It not only saves labor costs, but also improves quality control and the ability to withstand natural risks. It is becoming more and more popular. Internet advertising marketing e-commerce model, agricultural e-commerce should focus on agriculture as the core of online trading theme activities. This includes agricultural product management methods, agricultural product online marketing, mobile payment, logistics information management, etc. It is based on information technology and application systems around the world, and the support of the integration platform is similar to B2B and B2C. It has online trading, auction, mobile payment, logistics and transportation services. It is mainly aimed at the production, manufacturing, supply, sales and other links related to e-commerce operation of agricultural products. And it should be fully digested, absorbed and utilized. The industrial chain mode of close combination of the Internet and agriculture closely combines the Internet with production and manufacturing, production and processing, marketing and connection. All aspects of characteristic agriculture use the Internet technology to improve the production and manufacturing links, improve the manufacturing capacity, manipulate the entire processing process and management, ensure the quality and value of products and the innovative design scheme of commodity business model, and open the unified link of traditional industrial chain transmission, two and three separate industrial production links [4].

3. The Development Status of Internet Agricultural Economy in the Yangtze River Delta region

The Yangtze River Delta region is one of the most economically developed regions in China. The national economic and social development level in this region ranks among the top in China, and the degree of rural industrial integration is high. Accelerating the rural agricultural modernization in the Yangtze River Delta is a key task to realize the new industrialization, information expansion, urbanization and development. Modern agriculture and modern economy in the promotion of agricultural and rural modernization in the Yangtze River Delta is the only way to realize the rural rejuvenation of the Yangtze River Delta, and the key advantage of promoting the comprehensive agricultural benefits and international competitiveness of the Yangtze River Delta. Therefore, the scientific evaluation of the development level of agricultural and rural modernization in the Yangtze River Delta is conducted to improve efficiency. Cultivate agricultural production and competitiveness in the Yangtze River Delta region, and promote the modernization of rural agriculture and rural rejuvenation. In the Yangtze River Delta region and the Yangtze River Delta region of high-quality agricultural and rural development is very important. It also shows that the Yangtze River Delta region has good policy support conditions. By studying the rapid development of agricultural economy under the Internet, we look for entry points for deepening rural revitalization, further consolidate the achievements in poverty alleviation areas, optimize the allocation of agricultural resources in the Yangtze River Delta region, and promote the modernization and transformation of agricultural economy.

Table 1.The "Internet +" innovation and development level of all provinces and cities in the Yangtze River Delta region

Year	Shanghai	Jiangsu	Zhejiang	Anhui
2019	0.14560	0.09976	0.17540	0.20368
2020	0.11809	0.08887	0.17655	0.22843
2021	0.14133	0.09707	0.18766	0.20711
2022	0.17557	0.09544	0.20775	0.18706

In 2022, the sown area of crops in the Yangtze River Delta was 18.549 million hm², the grain output was 83.104 million tons, the added value of the primary industry reached 867.21 billion yuan, and the daily employment was 26.531 million, accounting for 11.2%, 12.6%, 13.2% and 12.7% of the national total respectively. Therefore, agriculture in the Yangtze River Delta still occupies an important national position. The development of high-quality comprehensive agriculture is an important part of the economic development of the Yangtze River Delta. Therefore, the combination of Internet technology and the developed agricultural economy in the Yangtze River Delta is of great significance to the optimization of the rural revitalization model in the Yangtze River Delta region.

4. Difficulties in the Development of "Internet" Agricultural Integration in the Yangtze River Delta

4.1. "Internet Agriculture" Lacks Top-level Design

"Internet" agriculture is an important task of upgrading traditional manufacturing industry with Internet products. Modern agricultural technology has integrated a wide range of traditional manufacturing industries and developed key technologies and promotion industries in the field of independent innovation. The cutting-edge "Internet" agriculture is the step of market sales. The overall planning is not sound, and it is difficult to further complete from planting to dining table. However, in the absence of high-level overall design, "Internet" modern agriculture will inevitably follow the trend blindly, resulting in one-sided or extensive market demand growth, which is not conducive to the overall "Internet" rational and healthy development of modern agriculture in the Yangtze River Delta region. Therefore, the great contribution of "Internet" modern agriculture in the Yangtze River Delta to social and economic development is limited. At this stage, the Yangtze River Delta urgently needs to solve and improve the "Internet" modern agricultural mode, formulate a feasible development strategy and development plan, and do a good job in high-level overall design. Therefore, effective agricultural development strategies should be formulated as soon as possible in our country to advance from high economic strategy to depth. Further development of physical and mental health of modern agriculture "Internet" in the Yangtze River Delta

4.2. Lack of Rural Information Infrastructure

Rural agricultural Internet "Internet" is an important new development trend based on rural network data infrastructure technology. The all-round standard covering of agricultural internet must be implemented in a real and standard way. First, the infrastructure of Internet information content in rural areas is deficient. Without optical fiber, farmers can't buy mobile phones. The Internet coverage rate of 30% is less than one third, and the professional ability of information technology is relatively low. At the same time, the maintenance cost of the infrastructure and equipment of the Internet of Things in agriculture and rural areas is also

high, and many farmers can not afford pressure. The second is the construction of village-level comprehensive service stations, the allocation of rural public resources, and the allocation of road construction equipment accessories. The industrial base is late. The "Internet" agricultural infrastructure cannot completely surpass the rural information content network facilities, and the daily task of Internet technology is very difficult. This important restriction has seriously affected the healthy development of mobile data security technology of agricultural Internet "Internet".

4.3. Lack of Professional Technology

The rural information network technology based on the Internet is an important basic technical standard to promote the "precise triangle" modern agriculture. The industrial development planning of Xiangjiang lacks professional talents related to modern agriculture and rural Internet information technology, but the rapid development of Internet agriculture has been restricted by the factors of machinery and equipment, awareness and talent, and the continuous development planning of agricultural Internet information technology industry is very short. The rural acceptance of the sustainable development of modern agriculture is not very high. The lack of talent restricts the rapid development of Internet agriculture. At this stage, modern agricultural information technology staff can not reasonably arrange agricultural information technology network resources. Because of insufficient capacity, it can fully meet the actual needs of the sustainable development of the Yangtze River Delta agricultural information management system. Internet learning and training, modern agricultural information technology knowledge and application ability The Royal Thai Embassy in the Yangtze River Delta lacks the "Internet", and various authoritative experts in modern agricultural information content Limited liability company Internet Delta .Therefore, the development of agricultural industry is not only based on technological progress. But it depends on the development of professionals.

5. Measures to Promote the Development of Internet Rural Economy in the Yangtze River Delta

5.1. Formulate the "Internet" Strategic Development Plan for Modern Agricultural Development

At present, Internet technology has been gradually integrated into agriculture, improving the annual growth rate of rural economy. In order to improve the market level of agriculture and animal husbandry, the government departments adopted the current policy of wage subsidies, "Internet" agricultural and animal husbandry economic development strategy, encouraged more farmers to participate in rural economic development, and created e-commerce platform accounts belonging to farmers in rural areas. Farmers can apply for registration with their name and identity information, view information about agriculture and animal husbandry, and predict the future market situation. At the same time, if farmers do not have a comprehensive understanding of agricultural information, they can assign special e-commerce managers to give professional guidance on time. The Department of Agriculture encouraged farmers to master the "Internet" independent innovation agricultural model and promote the rational circulation of rural agricultural products.

5.2. Accelerate Rural Information Infrastructure Construction

In recent years, rural e-commerce has become a development model for expanding and upgrading rural industrial structure, but some remote rural areas still lack Internet infrastructure. Under the new situation, government agencies should speed up the construction of rural information infrastructure. It is unknown that rural characteristic agriculture lacks Internet technology. Improving the online sales platform can increase the range of Internet

sales. You can also apply the "agricultural products micro business service" service platform, where you will take photos of agricultural products from plan. Collect short videos and publish them online, so that all users can clearly understand the all-round improvement of the market, or the operation platform. "Electronic commerce of agricultural products" means that farmers place special foods on the Internet platform for marketing, and then users can submit orders 24 hours at any time and anywhere.

5.3. Strengthen the Current Policy of Rural Talent Outflow

With the emergence of the Internet, Internet technology has been gradually integrated into agriculture and animal husbandry, but many rural people lack the application of Internet technology. Therefore, government departments should attach great importance to the problem of talent introduction policy, and encourage graduates with bachelor's degree or above in e-commerce, computer or network to go to the grass-roots level for employment by themselves according to the preferential employment policy for students, so that Internet technology can be better used in the agricultural field. The implementation of specific installation policies can attract excellent foreign e-commerce talents to the rural development trend. On the one hand, together with local farmers, it can provide good application for farmers at the level of Internet technology and corresponding agricultural production technology. It can also expand the online sales of agricultural products. In addition, the government departments should also adopt the current policies of high and new technology, invite experts and professors to carry out the theme of "Internet" technical explanation of knowledge points, so that farmers can actively use Internet technology to develop agriculture and improve economic sources.

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