

Research on the cultivation of new professional farmers

Xinyan Niu

School of Education, Qufu Normal University, China

2128647161@qq.com

Abstract

Since the concept of new vocational farmers was first put forward in the No. 1 central document, the cultivation of new vocational farmers has become a social hotspot. The new vocational farmers have four characteristics: professionalism, modernity, information and humanity. The cultivation of new vocational farmers has the characteristics of diversified cultivation perspectives, strong plasticity of the main team, and rich training content, But there are also some difficulties in the cultivation process, such as incomplete and incomplete design of the new vocational farmer cultivation system; Difficulties in transforming traditional farmers into new professional farmers; As an important and malleable subject of new vocational farmers, college students have a weak willingness to become new vocational farmers. In order to promote the cultivation and development of new vocational farmers, it is necessary to achieve the integration and systematization of the new vocational farmer cultivation system; Guide traditional farmers to achieve their modernization transformation; At the same time, it is also necessary for the government, society, and schools to work together to create a good social public opinion and guidance system, so that college students can form correct career concepts, and willing college students can help rural economic development and promote rural revitalization.

Keywords

New Vocational Farmer Cultivation System, Traditional Farmer, College Students.

1. Introduction

With the rapid development of the economy and society, a large number of laborers are flowing to cities, and the aging of rural labor force is severe. Therefore, cultivating new agricultural practitioners and promoting rural economic development have gradually become important aspects of China's agricultural development. Since the concept of cultivating new professional farmers was first put forward in the No. 1 central document in 2012, there has been an upsurge of research on the cultivation of new professional farmers. Zhu Qizhen believes that new professional farmers not only have the characteristics of ordinary farmers, but also have a high degree of stability, a high sense of responsibility and a modern sense of responsibility as a market subject [1]; Wang Xiuhua believes that there is a fundamental difference between new type of professional farmers and farmers who are born and raised locally. New type of professional farmers are not only cross regional, mobile, cultured, and skilled in management, but also knowledgeable, technological, and skilled in management [2]; Kang Jingping believes that new professional farmers are social workers who have certain cultural knowledge, voluntarily engage in agricultural production, understand corresponding technological means and methods, and engage in industrial operations on a certain scale of land to maximize benefits [3]; At the same time, new professional farmers also have four major characteristics:

1. Professionalism, the new type of professional farmer regards engaging in agricultural work as their long-term career goal, and possesses relevant knowledge of planting and management,

as well as corresponding management abilities[2]. Because new types of agricultural planting are often not individual businesses, but rather cooperative models, it is extremely important to have corresponding organizational and coordination abilities.

2. Modernity. There is a fundamental difference between modern new professional farmers and traditional farmers. Compared to traditional farmers, they have a higher acceptance ability, can learn advanced knowledge in a timely manner for agricultural construction, and also need to have corresponding management capabilities. New professional farmers may involve e-commerce and other sales channels when producing and selling agricultural products, and need to adjust their production activities in a timely manner according to market demand to adapt to market demand.

3. Informativeness. With the development of society, digital skills and technological advancements have gradually influenced agricultural production and development. The use of advanced production technologies and tools has also become an important factor in improving agricultural production efficiency and promoting the level of agricultural development. At the same time, some scholars believe that strengthening digital skills training for new vocational farmers is an important means to promote digital rural construction, improve the entrepreneurial quality of farmers, activate rural vitality, and achieve comprehensive rural revitalization[4].

4. Humanistic. New professional farmers not only need to have qualities in planting, but also need to have a certain sense of social responsibility. Zhu Qizhen believes that the products produced by new professional farmers are sold to a large number of consumers, and they need to be responsible to consumers, selling products with guaranteed health, while also being responsible for the environment and future generations, not damaging the environment, and leaving usable environmental resources for future generations[5]; Zhu Yiwen believes that new professional farmers need to have a profound rural sentiment and a strong sense of social responsibility[6].

2. Current Status of Cultivation Methods for New Vocational Farmers

Cultivate diverse perspectives. With the deepening of research on new professional farmers, the perspectives on cultivating new professional farmers are also more diverse, which can be divided into two aspects: external perspective and internal perspective. The external perspective mainly includes policy guidance and the construction of development paths. The report of the 20th National Congress of the Communist Party of China pointed out the need to accelerate the construction of a strong agricultural country, and the government has also issued relevant policy documents. According to the guidance of the policy documents, China attaches great importance to the cultivation of new professional farmers, and in the future, we will increase efforts to cultivate new professional farmers, expand the number of new professional farmers, and promote the cultivation of new professional farmers through a combination of online and offline methods, theoretical learning, and on-site training. Carry out new vocational farmer training in many parts of our country, injecting new energy into the training of new vocational farmers. From an internal perspective, the main focus is on cultivating the consciousness of farmers as the main body. Liao Yunsheng believes that the current cultivation of new vocational farmers faces problems such as excessive utilitarianism and insufficient ability and quality. In terms of training objectives, it is necessary to emphasize the fundamental task of cultivating morality and talent, strengthen the emotional cultivation of new vocational farmers in training content, and pay attention to the educational effect of training methods, playing the role of cultural people[7].

Multiple sources of team members with strong plasticity. The cultivation of new professional farmers is of great significance for promoting rural revitalization and development. To achieve

the cultivation of new professional farmers, the first step is to solve the problem of the source of new professional farmers. Scholars have conducted extensive research on the source of talent for new professional farmers, with diverse sources of subjects. Yang Faping believes that returning migrant workers can become an important source of talent for new professional farmers. Returning farmers have the advantage of becoming new professional farmers in terms of occupational willingness and expectations, occupational value and efficacy, as well as social structure and educational level[8]; Xie Lina believes that agricultural vocational talents, as the main base for talent cultivation, bear the important mission of cultivating talents for rural revitalization[9]. The professionalism and professionalization of agricultural vocational talents are important factors that determine their ability to become new professional farmers, and also reflect the plasticity of this group to become new professional farmers; Scholars such as Ding Chunfu believe that college students have a strong plasticity to become new types of professional farmers. College students have the potential to become new types of professional farmers, and they have a knowledge foundation and innovative ability, which is an important source of vitality for cultivating new types of professional farmers[10].

The training content is rich and lacks systematization. The characteristics of new vocational farmers compared to traditional farmers determine the richness and diversity of training content for new vocational farmers. Zhu Qizhen believes that new vocational farmers need to receive comprehensive agricultural education, including education on the nature of agriculture, agricultural technology, agricultural development concepts, agricultural development education, and agricultural management education. They not only need to understand the nature, purpose, and role of agriculture, as well as the relationship between government, society, individuals, and agricultural development, but also need to master scientific and cultural theoretical knowledge, update development concepts. Understand traditional agricultural knowledge, cultural concepts, and agricultural management knowledge [6]; Zhu Zhen believes that the cultivation of new vocational farmers is relatively fragmented, with insufficient systematization and dispersion of cultivation plans. Additionally, the training content set up by different training departments is not closely related. Based on this, he proposes an integrated transformation path, which requires long-term planning, coordination, and precise connection between supply and demand to achieve the maximum effect of cultivation content [11].

3. Cultivation difficulties

The cultivation system is incomplete and the design is not comprehensive. Since the No. 1 central document of the Central Committee of the Communist Party of China (CPC) put forward the idea of cultivating new professional farmers for the first time in 2021, many departments and organizations have successively issued training programs for new professional farmers, involving various cultivation contents, providing relevant policy guarantees for different subjects to become new professional farmers. However, there may be insufficient correlation between policies of different departments regarding new professional farmers, and policies between the central and local governments may also show insufficient connectivity, making it difficult to meet the interests of multiple stakeholders. In order to develop a comprehensive and systematic method for cultivating new professional farmers, it is necessary to coordinate relevant policy documents from different departments, so that new professional farmers can solve problems in a timely manner and provide relevant policy guarantees for the cultivation of new professional farmers.

Traditional farmers face weak knowledge and difficulties in transformation. Traditional farmers are an important group to become new professional farmers. Realizing the modernization transformation of traditional farmers is of great significance for cultivating new professional

farmers and achieving rapid rural economic development. However, there are still many difficulties to achieve the modernization transformation of traditional farmers. In terms of cognition, traditional farmers have relatively backward concepts and a relatively low acceptance of new knowledge and skills. They have a greater understanding of knowledge related to cultivation and harvesting, but lack understanding of advanced management experience and market operations [12]. In terms of emotions, traditional farmers have a relatively weak awareness of building a community, mostly operating in a household by household model. Their sense of social responsibility also needs to be further improved, and their awareness of environmental utilization and protection measures, as well as their sense of responsibility towards consumers, still needs to be improved. They need to use fertilizers reasonably and produce products that are responsible for the health of consumers. In terms of willpower, traditional farmers have a more conservative thinking mode, lower acceptance of new business models, and have their own inherent business processes that are not easy to change. In terms of action, traditional farmers tend to engage in production activities in a more conservative manner. They have a limited awareness of resource utilization and exploration, and are less willing to learn and use emerging market management models and product production methods. They prefer to adopt more primitive production methods. Based on the analysis of these four aspects, it can be seen that in order to stimulate the potential of traditional farmers and achieve their modernization transformation, it is necessary to strengthen the guidance and cultivation of their cognition, emotion, will, and behavior, achieve the coordination and development of cognition, emotion, and will, and ultimately implement it in action, enhance rural economic development, and achieve rural revitalization.

College students have outdated employment concepts. To cultivate new professional farmers, in addition to leveraging the reshaping potential of traditional farmers to become new professional farmers, we also need to pay attention to the plasticity of other groups. College students have a strong ability to accept new knowledge, innovative consciousness, and high information literacy, making them an important source for cultivating new professional farmers. However, due to the influence of social public opinion, many college students believe that the new type of professional farmers have more characteristics as farmers, and that the development prospects of the new type of professional farmers are not good. At the same time, due to the inherent impression of traditional farmers by the public, college students consider social status and economic benefits more in the process of career selection, and pay insufficient attention to social values [10]. This has led to a misunderstanding of the new type of professional farmers, and outdated concepts have led to the need to strengthen their professional attractiveness.

4. Practical Approach

System Design and Cultivation System. In order to promote the smooth development of the cultivation of new vocational farmers, it is necessary to strengthen the top-level design of the cultivation of new vocational farmers and integrate the cultivation system. Guided by central policy documents, local policy documents need to be connected with central policy documents to better implement the details of cultivating new professional farmers, so that relevant issues can be smoothly resolved. At the same time, different government departments should also discuss and form systematically related policy documents. There should be no problem of unrelated policies among different departments, so that the new vocational farmer cultivation system can operate smoothly and maximize its effectiveness.

Improving cultivation methods to achieve modern transformation. Traditional farmers are an important force in the cultivation of new professional farmers, so achieving modern transformation of traditional farmers is an important way to cultivate new professional farmers.

According to the characteristics of the traditional farmer profession, it is possible to cultivate new types of professional farmers in different aspects. In terms of cognition, it is necessary to strengthen modern agricultural knowledge training, such as establishing adult schools, to impart basic planting knowledge and management experience to traditional farmers. At the same time, it is also necessary to improve incentive measures to encourage traditional farmers to actively participate in this process. In terms of emotions, it is necessary to strengthen the promotion of social responsibility, pay attention to sustainable use of the environment, achieve sustainable development of the environment, establish a sense of responsibility, and produce products that are responsible for consumer health. In terms of willpower, emphasis is placed on learning about production models and management methods, updating management models and planting knowledge, increasing yield, and improving economic benefits. In terms of action, incentive models should be adopted, such as policy support and financial support, to guide traditional farmers to use advanced knowledge in agricultural production, comprehensively apply various knowledge, improve cultivation methods, and achieve the modernization transformation of traditional farmers.

Updating Student Concepts and Improving Career Attraction. Updating student concepts and improving career attractiveness is an important step in the cultivation process of new professional farmers. As a malleable subject of new professional farmers, college students are encouraged to have the potential to become new professional farmers. However, influenced by public opinion, college students are more inclined to choose careers with higher social status. In order to improve their employment concepts and enhance their career attractiveness, it is necessary to work together from multiple parties to create a good employment atmosphere. The government should introduce relevant policies for college students to become new professional farmers according to the needs of society, so that college students can have a correct understanding of the tasks and roles of new professional farmers. At the same time, incentive mechanisms can be established to provide assistance to college students who are willing to become new professional farmers. In terms of society, it is necessary to promote the profession of new professional farmers, so that students have a preliminary understanding of the new professional farmers and treat their social value correctly. Universities need to guide students to establish correct career concepts, choose careers that are conducive to self growth and accelerate social development. They can offer employment guidance courses for college students, so that students can correctly understand the importance of new vocational farmers for rural economic development, and guide students who are willing to become new vocational farmers to carry out their work smoothly. At the same time, students should establish a correct concept of career choice, have a clear positioning of themselves, and plan their careers with a long-term perspective. We need to establish a good social atmosphere through joint efforts in multiple aspects, treat the profession of new professional farmers correctly, and guide college students who are willing to engage in this profession to smoothly pursue it.

Acknowledgments:

Fund project: Qufu Normal University national level College Students' Innovation and Entrepreneurship Training Program project "A Study on non-agricultural college students' willingness to work as new professional Farmers under the background of Rural Revitalization and its Influencing Factors: A case study of S Province" (202310446001).

References

- [1] Zhu Qizhen. Characteristics, Status, and Existence Forms of New Vocational Farmers [J]. Farmer Science and Technology Training, 2013, (11): 10-12

- [2] Wang Xiuhua. Exploration of New Vocational Farmer Education Management [J]. Management World, 2012, (04): 179-180
- [3] Kang Jingping, Wang Yang. Analysis of the Shortage of New Vocational Farmers in China and Its Reasons: Based on a Survey in Shouxian County, Anhui Province [J]. Contemporary Economic Research, 2015, (04): 73-81
- [4] Zhang Ning. Research on entrepreneurial path of new professional farmers in the era of "Internet plus" [J]. Agricultural Economy, 2021, (09): 83-85
- [5] Zhu Qizhen, Wen Jingchao. On the Cultivation of New Vocational Farmers [J]. Agricultural Engineering, 2012,2 (03): 1-4
- [6] Zhu Yiwen, Yu Liqin, Rao Peng, et al. Research on the Cultivation of Digital Skills for New Vocational Farmers from the Perspective of Rural Revitalization [J]. School Party Building and Ideological Education, 2023, (08): 91-93
- [7] Liao Yunsheng, Wang Jianping, Zhang Shuifa. Exploring the Cultivation of New Professional Farmers' Subjective Consciousness from the Perspective of Agricultural Power: Learning from the Report of the 20th National Congress of the Communist Party of China and Accelerating the Construction of an Agricultural Power [J]. Agricultural Archaeology, 2023, (01): 193-199
- [8] Yang Faping. The Motivation Mechanism and Possible Paths of Returning Migrant Workers to Agriculture under the Background of Reverse Urbanization [J]. Rural Economy, 2020, (01): 96-103
- [9] Xie Lina. Cultivation Model of Agricultural Vocational Talents under the Background of Rural Revitalization: Practical Patterns and Reform Paths [J]. Heilongjiang Higher Education Research, 2021, 39 (08): 104-108
- [10] Ding Chunfu, Jiang Yuqing. Research on Strategies to Promote College Students to Become New Vocational Farmers from the Perspective of Rural Revitalization [J]. Agricultural Economy, 2022, (07): 117-119
- [11] Zhu Zhen, Zhang Jianjun. Cultivation of New Vocational Farmers: Fragmented Dilemma and Integrated Transformation [J]. Agricultural Economy, 2024, (01): 93-95
- [12] Hu Fenglan. Strategies for Cultivating the Literacy of New Professional Farmers - Review of "Standards and Cultivation Mechanisms for the Literacy of New Professional Farmers" [J]. Science and Technology Management Research, 2023,43 (20): 242