

Research on the path of industrial revitalization to promote rural revitalization

-- Taking the Chinese medicinal materials industry in Bozhou City, Anhui Province as an example

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Abstract

Industrial revitalization is the premise, foundation and key to achieving the rural revitalization strategy. Industrial revitalization is the primary task and central issue of the rural revitalization strategy. The Chinese medicinal materials industry covers the primary, secondary and tertiary industries, with a long industrial chain, high added value and strong driving force, and plays an important role in promoting rural economic and social development. Bozhou City is rich in Chinese medicinal resources, has a good foundation for the Chinese medicinal materials industry and distinctive characteristics. It is a dominant and characteristic industry and a people-enriching industry in Bozhou City and even Anhui Province. This paper investigates the development status of the rural Chinese medicinal materials industry in three counties and one district in Bozhou City, analyzes the advantages, disadvantages, opportunities and challenges of the Chinese medicinal materials industry in Bozhou City in promoting rural industrial revitalization. On this basis, a systematic and specific implementation path and guarantee system for the Chinese medicinal materials industry in Bozhou City to help rural industrial revitalization are designed, including top-level design, improving infrastructure construction, cultivating modern business organizations, integrating the development of Chinese medicinal materials industry, and strengthening the construction of various industrial chains of rural Chinese medicinal materials production, processing, warehousing and logistics, and brand marketing, etc., and building a guarantee system in four aspects: organizational coordination, financial support, talent training, and scientific and technological support.

Keywords

Industrial revitalization, rural revitalization, Bozhou, Chinese medicinal materials industry.

1. Introduction

At the Central Rural Work Conference in December 2022, General Secretary Xi Jinping proposed that we should accelerate the construction of a strong agricultural country, which is the foundation for China to develop a modern and powerful country. The conference sent a strong signal of attaching importance to agriculture and strengthening agriculture and rural revitalization. Chinese medicinal materials are China's unique health resources and economic

resources with huge potential. The Chinese medicinal materials industry covers the primary, secondary and tertiary industries, with a long industrial chain, high added value and strong driving force, and plays an important role in promoting rural economic and social development. Industrial revitalization is the top priority of rural revitalization. The development of the Chinese medicinal materials industry can enable farmers to increase their income by working at their doorstep, which is an important starting point for rural revitalization. Bozhou City is rich in Chinese medicinal resources, and the planting, processing, storage and trading chains of Chinese medicinal materials are complete. The Chinese medicinal materials industry has a good foundation and distinctive characteristics. It is a dominant and characteristic industry and a people-enriching industry in Bozhou City and even Anhui Province. Based on this, we deeply analyze the development status and problems of Bozhou's Chinese medicinal materials industry, and study how the development of Bozhou's Chinese medicinal materials industry can accelerate the energy storage for local rural revitalization, which plays an irreplaceable role in adjusting the agricultural structure, increasing farmers' employment, increasing farmers' income and helping rural industrial revitalization.

2. Current status of the development of traditional Chinese medicine industry in Bozhou City, Anhui Province

2.1. Planting area

In 2022, the planting area of Chinese medicinal materials in Bozhou City is about 1.24 million mu, accounting for 10% of the total area in China. There are more than 410 varieties of Chinese medicinal materials, and the standardized planting area reaches 341,000 mu. The planting area of 4 varieties exceeds 654,000 mu (346,000 mu of white peony, 220,000 mu of peony, 76,000 mu of chrysanthemum, and 12,000 mu of saffron), mainly concentrated along the Wohe River, with a Chinese medicine output value of about 4.26 billion yuan. The Bozhou Chinese Medicinal Materials Production Base was listed as a key agricultural product production base in Anhui Province by the former Anhui Provincial Agricultural Committee. The Anhui Bozhou Modern Agricultural Comprehensive Development Chinese Medicinal Materials Demonstration Zone has developed into a national-level Chinese medicinal materials standardized planting demonstration base.

2.2. Regional characteristics of Chinese medicinal materials production are highlighted

Bozhou is a region with rapid development of Chinese herbal medicine industry. The largest Chinese herbal medicine processing industry cluster in the country is located here, mainly concentrated in Anhui Bozhou High-tech Industrial Development Zone, Anhui Bozhou Qiaocheng District and Haowu Modern Industrial Park, with an annual production capacity of more than 1 million tons, accounting for about 20% of the national output; there are 178 Chinese medicine industrial enterprises above designated size, 194 enterprises with GMP certification, and 69 of the top 100 Chinese medicine enterprises in the country have settled in Bozhou City. In 2022, the cumulative output value of Chinese herbal medicine processing enterprises will reach 35.65 billion yuan, a year-on-year increase of 12.7% ; accounting for 29.5% of the city's industrial economy above designated size , a year-on-year increase of 10.2%. Some companies that occupy a large share of the Chinese herbal medicine market, such as Tongrentang Pieces (Bozhou), Jiren Pharmaceutical, Yonggang Pieces, and Shaohuatang National Medicine, have also settled here. There are 343 varieties of Chinese patent medicines. It has successfully obtained approval as a provincial-level Chinese medicine formula granule production base, 5 companies have been approved for pilot research, and 5 companies have been selected into the top 100 Chinese medicine companies.

2.3. The production and operation system is gradually improving

Bozhou has outstanding advantages in Chinese medicine trade. It has the largest, most comprehensive and most active Chinese medicine professional trading market. It is the largest Chinese medicine distribution center in the country. In 2012, it was listed by the Ministry of Commerce as one of the first four pilot cities for the construction of a Chinese medicine circulation traceability system. In 2022, the transaction volume of Chinese medicine exceeded 120 billion yuan, of which the annual transaction volume of the Chinese medicine professional market was nearly 50 billion yuan (excluding online transactions and over-the-counter transactions, which is the sum of the transaction volumes of the three major professional markets in Anguo, Hebei, Zhangshu, Jiangxi, and Yuzhou, Henan), ranking first among the four major medicine capitals.

Bozhou Chinese herbal medicine market has a construction area of 1.2 million square meters, more than 8,000 stalls in the trading hall, nearly 20,000 tenants, more than 2,800 kinds of Chinese herbal medicines on the market every day, and a daily flow of 40,000 to 50,000 people. It is the world's largest and most active Chinese herbal medicine trading center, logistics distribution center, supply and demand information center, and price formation center. With the rapid development of e-commerce, the number of personnel on various herbal medicine e-commerce platforms has reached more than 220,000. Yaotong.com has been approved by the Ministry of Commerce as the first batch of Chinese herbal medicine e-commerce demonstration platforms in China; Yaobo Mall has been approved as a provincial e-commerce demonstration enterprise. Zhenbaodao Chinese Herbal Medicine Commodity Trading Center actively learns the innovative business methods of "Internet + Chinese herbal medicine" and "platform + entity", applies e-commerce to the Chinese herbal medicine industry, and establishes a new business model of "trading platform + Chinese herbal medicine + warehousing and logistics + quality control + financial services + industrial supporting", forming a 120,000 square meter Chinese herbal medicine trading center and a bulk e-commerce platform for Chinese herbal medicine. In 2022, the online and offline transaction volume of traditional Chinese medicine in Bozhou City was 126.53 billion yuan, the offline market was 96.14 billion yuan, and the total amount of online transactions and offline transactions facilitated by e-commerce was 57.14 billion yuan. Among them, Yaotong.com's online transactions were 260 million yuan, which facilitated offline transactions of 30 billion yuan, and Yaobo Mall's online transactions were 280 million yuan, which facilitated offline transactions of 37 billion yuan .

3. Problems in the development of traditional Chinese medicine industry in Bozhou City, Anhui Province

3.1. Shortage of social capital and scientific and technological resources

The development of the Chinese herbal medicine industry in my country has a high demand for new technologies and equipment in the field of advanced science and technology and market competition. However, due to the constraints of the economic environment, the concentration of markets, funds, and talents in first-tier cities has limited the amount of funds required by enterprises for advanced scientific and technological equipment, further limiting the development of Chinese herbal medicine enterprises and the application of advanced technology equipment. The lack of technological development has led to the lack of Internet of Things technology functions in the Bozhou herbal medicine system. At the same time, blockchain technology has not been widely used, and it is impossible to establish smart contracts, distributed ledgers, and tamper-proof methods to achieve full transparency of information on agricultural product transactions.

3.2. Most of them are retail investors, and their ability to resist risks is low

The retail model lacks overall planning. When the market price of medicinal materials goes up, it stimulates the expansion of planting area, causing a serious oversupply of this medicinal material, which then causes prices to fall. The price drop will dampen the enthusiasm for planting, and the planting area will be greatly reduced, and the supply will decrease. Hoarding and rush to buy will follow, which will drive prices up strongly and enter a less stable cycle.

3.3. Supervision and management measures are not perfect

Generally speaking, the lack of laws and regulations on the Chinese medicinal materials market and transactions has resulted in uncontrolled use of funds after they are decentralized. From a local perspective, weak government supervision and law enforcement have led to an unclear local regulatory system and inaction of regulators. The incomplete regulatory framework has led to weak project results in the later stages and a laissez-faire development of the Chinese medicinal materials market. Some speculators have appeared to drive up and manipulate medicinal materials prices, disrupting the order of the medicinal materials market and causing abnormal fluctuations in the Chinese medicinal materials market.

4. Countermeasures and suggestions for the sustainable development of the traditional Chinese medicine industry in Bozhou City, Anhui Province

4.1. Vigorously promote modern planting models and improve the standardization of Chinese medicinal materials planting

In order to promote the development of the organization of Chinese medicinal materials industry, Longxi County needs scientific planning and reasonable layout, and actively promote the standardized planting of Chinese medicinal materials. In the production practice of the standardized base of Chinese medicinal materials, the mechanized scale planting model of agricultural machinery and Chinese medicinal materials planting led by modern agricultural enterprises and professional planting cooperatives should be vigorously promoted, and planting techniques and means should be further innovated to improve the level of productivity. The expansion of major Chinese medicinal materials such as Huangling, Codonopsis, Bupleurum and Isatis should be strengthened to form a pattern characterized by improving quality and efficiency in the northwest mountainous areas, breeding seeds and seedlings in the south mountainous areas, and high efficiency and high quality in the northeast mountainous areas. Beichuan and Beishan areas will expand the area and increase income, forming a complementary planting strip pattern, making the regional layout more reasonable and supporting the development of industrial organization more significant. At the same time, we should closely seize the favorable opportunity of the overall recovery of Chinese medicinal materials prices. The agricultural and rural departments should encourage enterprises to adopt the mode of land transfer or "company + base + farmers" and adopt the mode of "government subsidies, enterprise investment, and farmers' self-financing" to support relevant enterprises to establish their own standardized medicine source bases. Through this model, agricultural enterprises can better control the planting quality and output of Chinese medicinal materials and improve the competitiveness of their products. This model can provide a stable supply of medicine for the Chinese herbal medicine industry and promote the healthy development of the industry. Through the above measures, the Chinese herbal medicine industry in Longxi County can be further developed, and the Chinese herbal medicine industry chain can be optimized and upgraded. At the same time, farmers can obtain more employment opportunities and increase income by participating in planting, which will promote the further development of industrial organization and boost the rural economy.

4.2. Improve the interest cooperation mechanism and extend the industrial chain

In the development of industrial organization models in Longxi County, a relatively successful "company + base + farmer" operation model has emerged. This model effectively connects the interest chains of the three links of planting, processing and sales, which can ensure the quality of medicinal materials and ensure smooth sales. Therefore, it is very necessary to establish a corresponding interest coordination mechanism for Chinese medicinal materials industry organizations. In this mechanism, leading enterprises can act as initiators to establish standardized planting demonstration bases locally and drive the majority of farmers to promote and apply standardized planting technologies. First, by signing planting contracts, standardizing management and purchasing and exporting in a unified manner, farmers can be provided with free support for seedlings and technology, and standardized planting management and market sales can be organized, so as to avoid the quality of medicinal materials and product sales problems caused by the scattered planting methods of farmers. Second, by giving full play to the demonstration and leading role of leading agricultural enterprises, we will be committed to fine processing of products and extraction of effective ingredients, as well as the development of biopharmaceuticals, extend the Chinese medicinal materials industry chain and increase the added value of products. Third, relevant government departments should increase policy and financial support for Chinese medicinal materials standardization bases, focus on communication and coordination between enterprises and farmers, so as to effectively play the important role of industrial organizations in helping rural revitalization and promoting the organic connection between small farmers and modern agriculture.

4.3. Improve the social service system and strengthen the supervision and management of the quality of Chinese herbal medicines

First, we need to build a diversified agricultural service system, including market service organizations, farmer service organizations and leading agricultural enterprises, to help farmers solve key problems in the process of planting Chinese medicinal materials, and effectively connect the scattered farmers with the development of modern agriculture. Secondly, we need to combine the planting bases of Chinese medicinal materials and the terminal sales market of Chinese medicinal materials, follow the new trend of e-commerce development, and actively encourage Chinese medicinal materials organizations to use online platform resources to carry out various forms of marketing, broaden the sales channels of Chinese medicinal materials and Chinese medicinal materials slices, and enhance the market competitiveness of Chinese medicinal materials. Finally, we need to expand the information network comprehensive service platform of Chinese medicinal materials to integrate information on Chinese medicinal materials planting methods, production output, medicinal materials quality test results and market demand, and establish an efficient and fast logistics information system to promote the circulation of medicinal materials, enhance the influence of local Chinese medicinal materials brands, and better adapt to the development requirements of the organization of the Chinese medicinal materials industry. In addition, we should strengthen the inspection and supervision of the quality of Chinese medicinal materials to ensure the quality, safety and stability of Chinese medicines. Special Chinese medicinal materials quality inspection points can be established in the two major Chinese medicinal materials concentration areas of Wenfeng and Shouyang in Longxi, and the test results can be filed as strong evidence of quality and safety. At the same time, it is also necessary to improve the supervision and management systems at all levels of Chinese medicine agriculture, Chinese medicine industry, Chinese medicine commerce, and Chinese medicine technology to ensure the safety and stability of the quality of Chinese medicinal materials .

5. Conclusion

This article carefully sorts out the favorable conditions and main problems of the Chinese herbal medicine industry in promoting rural industrial revitalization, and on this basis, proposes a specific path for the Chinese herbal medicine industry in Bozhou to promote rural industrial revitalization. Bozhou has good endowment of Chinese medicine resources, a long history of Chinese herbal medicine planting, rich planting experience, and a complete industrial chain. It has the basic conditions and unique advantages to drive the development of rural industries. In addition, the Chinese herbal medicine industry has the characteristics of a long industrial chain, high added value, and good growth. It plays an irreplaceable and important role in adjusting the agricultural structure, developing and strengthening the regional economy, and promoting rural industrial revitalization.

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