

Research on the Operation and Development Mode of Family Farm in the New Media Era

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Abstract: As a new type of agricultural development subject, family farm has developed rapidly in recent years, and some typical business models have been formed in the process of development. Objectively speaking, family farm takes family members as the main labor force and integrates commercialization, scale and intensification. It can promote agricultural development to a certain extent. It is a new path full of sunshine and hope. Under the background of new media era, family farm is close to the development direction of modern agriculture, and has gained advanced technology, which also plays a positive role in the update of the whole operation mode. This paper discusses the development model of family farm operation in the new media era, analyzes the development status of family farm operation in the new media era, and puts forward specific strategies for reference only.

Key words: Family farm; Operation mode; Development path

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1 Introduction

With the progress of society and the rapid development of the times, family farm in the new

era environment has also made further development, and gradually become the main body of emerging agriculture, which has promoted the development of rural economy to a certain extent. At present, there are still many problems in the process of family farm operation. In order to make a new breakthrough, we must innovate the development concept and open the way of modern family farm operation relying on the power of new media.

2 The development status of family farm operation in the new media era

2.1 Backward management system and concept

At present, some family farms do not have advanced development concept in the operation process, do not pay attention to the application of re media technology, and do not keep pace with the times, which limits their development to a certain extent and is not conducive to getting rid of the economic development dilemma.

2.2 Financing is difficult.

The survey data shows that some family farms have not optimized the financing mode, and the farmers have limited funds, which leads to incomplete facilities and single farm function in the construction process. For some large-scale farms, the scale is relatively large, capital constraints extend the completion cycle of the farm, and the loan is also

limited.

2.3 Imperfect business model and system

At the present stage, some family farms have imperfect management mode and system, single form, no industrial development, and no industrial chain, which is not conducive to improving the service quality of farms, and also easy to make them fall into development difficulties.

2.4 The quality of farm staff is uneven.

Affected by the level of rural economic development, the education level of rural personnel is generally lower than that of the city, which can not meet the needs of family farm construction, and the service quality can not be guaranteed. There are some places that are easy to be neglected in the work, which virtually increases the difficulty of family farm construction.

3 Innovation of family farm operation and development mode in new media era

3.1 System innovation: Independent management and clear property rights

Under the background of the new media era, the farm mainly changes the previous management concept, pays attention to the innovation of the system, holds high the slogan of "independent management, clear property rights", starts from the whole, takes into account all aspects, improves the labor productivity on the basis of improving the level of economic development, and at the same time controls the production cost to the minimum. Secondly, in the process of system implementation, family farms should focus on optimizing the whole development system, relying on the power of new media technology, learning from the good development experience of other regions, optimizing the reform system, and jointly promoting the economic development of family farms through the implementation of supporting reform. In addition, the family farm should break through the shackles of the old development concept, implement the joint-stock cooperation system, extract the corresponding proportion of the provident fund as public accumulation relying on big data technology, appropriately deduct the dividend part, and take it as

equity appreciation. The relevant departments can obtain dividends according to the actual situation of their own development, which is conducive to the expansion of the reproduction scale of the family farm.

3.2 Concept innovation: Establish brand, independent research and development

3.2.1 Using new media to promote brand

The promotion of characteristic brand is of positive significance to the economic development of family farms. Under the background of new media era, family farms should establish brand awareness, promote the brand with the help of new media technology, investigate the actual needs of farm construction at this stage, uphold the development concept of "service first", and improve the overall service quality. Secondly, in the process of development, family farms should fully investigate the market development, establish a sense of competition, reduce development costs and enhance the use value of products on the premise of ensuring quality. From the perspective of price, relevant farms should observe the changes of market price, find the balance point, and make the price in dynamic change. In addition, family farms should employ professional accountants and set up network training platform to guide farmers to make profit estimation and cost calculation, so as to help them better judge the development status of family farms at different stages and take targeted solutions.

3.2.2 Independent research and development with new media

Under the background of the new media era, family farms should rely on the power of new media technology, investigate the different needs of the audience, understand the development trend of the brand at this stage, and on this basis, increase the research and development of the brand. At the same time, they should establish their own awareness and constantly develop new products. In order to achieve brand upgrading, family farms can also use the Internet to send questionnaires to customers to understand their opinions on brand upgrading, promote brand innovation, and then drive the development of the whole industry.

3.3 Financing channel innovation: Pay attention to cooperation and break through financing difficulties

3.3.1 Family farm + cooperative

3.3.1.1 Mode elaboration

The farmer of family farm has the right to choose independently. He can become a shareholder and participate in the distribution of operating profit by his own land use right and capital. It can be said that the development mode of "family farm + cooperative" has increased the credit line of farm to a certain extent, at the same time, it also makes the brand more reliable, can attract more enterprise investment, and further broaden the financing channels of enterprises, which is also of great benefit to the reduction of the whole development risk.

3.3.1.2 Application premise of "family farm + cooperative"

First of all, in terms of industry selection, family farms should choose cooperatives close to their industries. In this case, it is conducive to integrating professional technology, promoting the sustainable development of family farms in a short period of time, and in this case, it is also conducive to the formation of brand. From the perspective of cooperatives, there are many industries involved, so it is difficult to carry out unified training and form internal economies of scale. In this case, it is not conducive to the formation of specific brands. It can be said that family farms and cooperatives with similar industries can establish a unified concept of competition, which is also of great help to the improvement of the whole service quality.

Secondly, choose the right industry according to the development scale of family farm. In general, the scale of family farm is relatively small. In the process of development, scientific planning should be carried out according to the planting and breeding types. At the same time, attention should be paid to supervision to reduce the development cost.

Thirdly, at this stage, some farms are limited in funds, lack of large amount of financial support, and lack of equipment and technology in the development process. In these cases, relying on cooperatives can obtain financial support, which is conducive to the renewal of equipment, and also can fundamentally shorten the personnel training cycle.

3.3.1.3 Advantages of "family farm + cooperative"

First of all, under the background of the new media era, the adoption of this development mode can effectively connect with modern agriculture, and on this basis, it can also integrate production technology, capital and advanced management concepts, pointing out the way for the development of contemporary family farms.

Secondly, make most family farms out of the survival dilemma of blindly relying on government subsidies, and improve the utilization rate of government subsidies.

Thirdly, the integration of the two modes can shorten the establishment cycle of the brand, but also help to open the closed brand publicity channels, and broaden the publicity channels of family farms with the help of new media, so as to make them become regional characteristics.

3.3.2 Family farm + leading enterprise

3.3.2.1 Mode elaboration

"Family farm + leading enterprise" can effectively reduce the risk of industrial development and make the risk controllable. It can be said that the development mode of leading enterprises is relatively mature, which can provide necessary technical support for the development of family farms and avoid their blind development. In the process of family farm development, we should rely on new media to collect the development information of local leading enterprises, and invite experts to guide their development. Of course, leading enterprises can also develop online sales channels to provide seed and agricultural means of production to family farms at preferential prices, so as to lay the foundation for the development of family farms. In addition, they can also carry out "order type" development mode, that is, leading enterprises are responsible for the input of technology, family farms are responsible for the output of products, and take the Internet as a link to vigorously publicize this development mode, so that more enterprises can learn from this development mode and promote the healthy development of family farms.

3.3.2.2 Optimizing benefit distribution structure

At present, there are still many problems in the benefit distribution of "family farm + leading enterprise", which limits the healthy development

of family farm to a certain extent. Under the background of new media era, family farms should optimize the development mode of farms with the help of various advanced technologies, increase the technical content in production, reduce production links and costs, and improve the absolute income of family farms. In addition, family farms should also use Internet technology to collect cases related to interest distribution, so that relevant industries have a new understanding of interest distribution, uphold the principle of fairness and justice, and promote the establishment of a community of interests.

3.3.2.3 Structural adjustment: Promoting industrial operation and reducing development risk

In recent years, there are still some problems in the process of family farm development, such as unsalable agricultural products, which not only increases the operating costs of the farm, but also increases its operational risk to a certain extent. In view of this situation, family farm can rely on the power of new media technology for product publicity. Compared with manual publicity, it has a wider range of diffusion and low cost, which is conducive to maintaining the vitality of the sustainable development of family farm. In addition, related industries should establish network marketing mechanism, devote themselves to the development and publicity of new varieties, create a one-stop service system of sales and after-sales, and closely link production, processing, transportation and other links, so as to avoid faults in industrial development and reduce unnecessary losses.

3.3.2.4 Personnel training: Implementing network training and developing new professional farmers

The survey data shows that 32.55% of the family farms are facing the problem of talent shortage, and most of the technical personnel are farmers, without professional training, the production concept is relatively backward, and do not pay attention to the update of production technology. In view of this

situation, relevant industries should carry out network training, introduce modern agricultural machinery and equipment and use requirements, so that migrant workers can master the development trend of modern agriculture and improve their own quality. At the same time, related industries should also use the Internet to "cast the net", widely "catch" talents, introduce advanced technical personnel, provide technical guidance for farmers, and develop new professional farmers.

4 Concluding remarks

As a modern agricultural mode, family farm is an important symbol of the transition from traditional agriculture to modern agriculture. Under the background of new media era, family farms should change the previous development mode, introduce advanced management methods and technologies, and improve their ability to resist risks. At the same time, related industries should start from many aspects, such as holding high the banner of "independent management, clear property rights" and innovating the development system; Establish brand, independent research and development, innovative development concept; The financing channels of family farms should be widened by "family farms + cooperatives" and "family farms + leading enterprises"; Promote industrial management and reduce development risks; The implementation of network training, the development of new professional farmers. Through multiple measures to promote the further development of agriculture, promote rural revitalization and the rapid construction of new socialist countryside.

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