

A Study on Psychological Capital of Cultivating High-quality Professional Farmers in the Background of Rural Revitalization*

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Under the background of rural revitalization, high-quality professional farmers are the backbone of modern agriculture. The cultivation of high-quality professional farmers has developed rapidly and achieved particularly obvious results. The number and quality of professional farmers have been continuously improved, and the scope and level of security have been continuously improved, and remarkable achievements have been made. The significance of studying it lies in that, under the trend of developing modern agriculture, the change of psychological capital of high-quality professional farmers as the object of cultivation has an important influence on the effect of cultivation. Studying the change of psychological capital of high-quality professional farmers can better improve the enthusiasm of high-quality professional farmers and improve their sense of self-efficacy, cultivate optimism, increase resilience in the face of difficulties, and enhance hope for better development. By referring to relevant literature, the author learned the current research status of many aspects of the cultivation of high-quality professional farmers in China, and had a certain understanding of its current situation. At the same time, the cultivation of high-quality professional farmers in Shanghai is in the forefront of the whole country. The author takes the leaders of Shanghai Agricultural Cooperatives as the investigation objects, and based on the social capital theory, studies their psychological capital situation and the influence of external factors on psychological capital situation. Psychological capital emphasizes

In this questionnaire survey, the leader of Shanghai Agricultural Cooperative was selected as the survey object. With the help of Shanghai Agricultural Broadcasting School, a total of 130 questionnaires were distributed and 130 questionnaires were collected, with a 100% questionnaire recovery rate. At the same time, a structured interview was conducted with a total of 31 person, including the leaders of the agricultural cooperative in the first phase of Jingying Plan, the director of the Jinshan Agricultural Technology Promotion Center, and the director of the Agricultural Broadcasting School, using the interview method. The interview content was organized to form interview records.

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who you are and what you want to be, while social capital emphasizes who you know and focuses on networks and connections. It is hoped that this study can provide suggestions on how to effectively increase the psychological capital of high-quality professional farmers.

Keywords: rural revitalization, high-quality professional farmer, social capital theory, psychological capital

Introduction

The 14th Five-Year Plan has clearly proposed the strategic deployment of “Giving priority to the development of agriculture and country and promoting the rural revitalization on all fronts”. The key to rural revitalization is talent revitalization. High-quality professional farmers, the country elites starting to guide general peasant group with resources that they have accumulated on their own, are leaders and pioneers who contribute to realizing agricultural modernization in new farmer occupation. Only they can really drive the modernization and transformation of farmers’ groups and promote the quality of farmers in the rural revitalization strategy. Article 24 of the Law of the People’s Republic of China on Promoting Rural Revitalization stipulates that our country needs to improve the rural talent work mechanism and promote high-quality professional farmer development. No. 1 central document has proposed “implementing high-quality professional farmer cultivation plan” in both 2022 and 2023. High-quality professional farmer has become the core talent composition in the rural group.

In this research we will specifically define the components of high-quality professional farmer as better ability to analyse policies and information, lead economic development, and coordinate organization. Who possess a measure of agricultural expertise and strong belief in agricultural development, and strong willingness to drive others’ development. For the study of high-quality professional farmer, we should not only study the impact of objective factors in external environment but also starting from the main part to be cultivated, explore the influence of psychological capital on high-quality professional farmer. Only in this way can it truly be beneficial to promoting the modernization development of agricultural and country.

This article takes the leaders of Shanghai Rural Cooperatives as the research object. We select the director of rural cooperatives to conduct interviews and survey by questionnaire. We choose the perspective of psychological capital in social capital for research to explore the psychological capital situation that leaders of cooperatives have and the factors affecting their psychological capital changes.

The Current Situation Analysis of Psychological Capital of the High-Quality Professional Farmer Development

Psychological capital is the positive psychological state owned by an individual. This psychological state is accumulated by individuals in the process of self-growth and all of its components (self-confidence or self-efficacy, hope, optimism, and resilience) are the positive psychological power similar to state (Zhong, 2007, pp. 482-487). According to the study of psychological capital, it is pointed out that individual psychological capital is very important for resisting stress, improving work performance, and labor output (Chen, 2013, pp. 63-67). Psychological capital also has the characteristics of investment and profitability. Psychological capital is the foundations and motivations for creating competitive advantage and the important source of value creation (Zhang, & Wu, 2009, pp. 155-161). Luthans defines self-efficacy, optimism, hope, and resilience as the four major elements of psychological capital (Ouyang, Ren, & Tian, 2016, pp. 47-55). Based on other scholars’ definition of psychological capital which is “optimism, hope, resilience, and self-efficacy”, we conducted the

study of psychological capital of high-quality professional farmers. Taking leaders of rural cooperatives as example, we can learn their psychological capital situation, explore the impact of external environmental change on their psychological capital based on social networks, and the problems encountered.

Shanghai High-Quality Professional Farmers' Characteristics of Psychological Capital

The article will research the psychological input of the leader of cooperatives from four dimensions of psychological capital: optimism, hope, tenacity, and self-efficacy, which means the impact of the external environment on their psychological capital. At the same time it will also explore the psychological output of the leader of cooperatives, which means the influences brought by the leaders of the cooperatives with good psychological capital.

Be stable and resilient. Good psychological capital can help individuals not give up hope, actively seek support and outlet, and strive to get rid of difficulties when they are going through a tough time. In psychology, good mentality and strong resilience contributes to individuals to achieve good performance. According to the survey, 76.1% high-quality professional farmers in Shanghai can control their emotions and keep clam when facing risks or pressures. It can be seen that as the representative of high-quality professional farmers, most individuals of the leaders of cooperatives can maintain a good attitude, “Mount Taishan collapsed in front of him, but he didn’t change color in the face”, and they can well control their emotions when they face difficulties, keep calm, and don’t give up.

When the interviewee, Director Wang, was describing his own hardships he said “when encountering difficulties, I feel okay because of my personality. I think that I have been a big brother from childhood to adulthood, and I have a strong pressure resistance ability whether in the army or elsewhere” (First-hand data from my own research).

There is a plan and there is hope. Planning means that, based on needs and characteristics, the organization determines goals for a certain period of time. The development of cooperatives is a long-term process. Only with a plan, a goal, a plan for the future can indicate the direction of development, obtain required resources, and avoid certain risks in their future development. What do you want to do and what should you do? The cooperative leader’s plan for the future development of the cooperatives contains the hope that the cooperative can develop well in the future. According to the survey, 73.8% high-quality professional farmers in Shanghai have formulated clear development of cooperatives, as the interviewee, President Ma, said:

Speaking of future planning, our goal is to do digital agriculture, and then whole process mechanization of agriculture, that is, automation, in this area. Our mission is to use technology to change China’s three issues of agricultural, the countryside and farmers. (First-hand data from my own research)

Willing to challenge, strong sense of self-efficacy. We should constantly accept new challenges, stimulate individual motivation, and have motivation and confidence to try when facing unknown new fields. This is a relatively strong psychological capital. According to the survey, high-quality professional farmer in Shanghai accounts for 76.2% in terms of “willing to try and explore new sales channels”, indicating that high-quality professional farmers in Shanghai are more proactive in their willingness and behavior to innovate. As the interviewee, Director Zhuo, said:

I think if you want to become a high-quality professional farmer, the fist point is that you should accept new things, and it is also necessary to innovate. Because if you accept new things but don’t innovate, it is still useless. This is the most crucial. Why are the high-quality professional farmer now capable? It is because we need to accept new things, innovate, lead

everyone to innovate together, and let them have this awareness. Accepting new things and innovating are the most crucial. Only if we succeed in this area can we be considered as high-quality professional farmers, and if we just accept it but don't promote it, it will still be unsuccessful. However, we should choose new things that are suitable for us to try, and after the trial run succeed, we will gradually promote them in large area and apply them to cooperatives. (First-hand data from my own research)

Research on the Input of Psychological Capital of High-Quality Farmers in Social Networks

Strengthen the psychological capital of high-quality professional farmers based on networks between government and individuals. *Obtaining honors to enhance the self-efficacy of high-quality professional farmers.* In traditional agricultural, farms are synonymous with a disadvantaged group. In the traditional sense, for young labor, staying in the countryside as a farmer is a sign of incompetence. In the process of cultivating high-quality professional farmers, we should change the traditional stereotype of the term "farmer", and it is necessary to improve farmers' sense of self-efficacy based on their full social respect. In the process of cultivating high-quality professional farmers, the government granted many honorary titles to high-quality professional farmers, which is recognition and support for the identity of farmers. This makes the term "farmer" different from traditional farmers, and make people realize that "farmer" is a decent profession, increasing farmers' self-efficacy.

Just as the interviewee, Director Wang, said:

The government has given us many honors as high-quality professional farmers and professional managers. Let us lead the development of modern agriculture by working with young people to guide the development of our enterprise platform and bring fresh blood into the agricultural system. This is the first honor given to you, so farmers are no longer have a low-end identity, but a profession that allows farmer to become a higher class. (First-hand data from my own research)

The interviewee, Director Gao, said "For me, personal honor is a glory, which means the country and government recognize you" (First-hand data from my own research).

Government guarantee, enhance hope, cultivate optimistic and positive attitude of high-quality professional farmers. In the cultivation of high-quality professional farmers, most regions in China are guided by government. The main body of government not only plays a guiding role in the cultivation process, but also ensures the smooth progress of cultivation. The government introduced a number of policies, effectively improve the living security and social status of farmers, and ensure that farmers can obtain sufficient resource and security during the cultivation process to eliminate the worries behind farmers' development. At the same time, the government should provide assistance to help farmers better overcome difficulties during the process of farmers' development, become a solid backing for farmers' development. This can enable them to develop in better direction, promote them to "hope" to become high-quality professional farmers, and maintain the "optimistic" attitude towards high-quality professional farmers. Moreover, the survey also found that when high-quality professional farmers are more likely to receive government assistance and protection, their inner optimism and positive psychological level of hope for the new type of professional farmers is higher.

Director Wang of Jinshan Agricultural Technology Promotion Center said that:

Jinshan is a national demonstration district for cultivating national high-quality professional farmers, and there are many supportive policies especially for the cultivation of cooperative leaders. Among them, social security subsidies are the most targeted and benefit the people most. In 2015, a policy was jointly issued with Municipal Agricultural Commission, which can cooperative members participate in social security, and implemented with reference to flexible employment personnel. After the cooperative issues a certificate, the farmers pay the fees individually as member of the cooperative. We played role of a policy baton and subsidized them by 80%. By 2020, although the incentive plan has expired, we have continued this subsidy policy and expand its coverage. Originally, we only subsidized the leader (legal person) of the cooperative, but now

the employees are also covered. For district level demonstration cooperatives, we can subsidize three person, and for municipal level demonstration cooperatives, we can subsidize six person. Model cooperatives are evaluated every two years. If you want to enjoy this subsidy policy, it is necessary to standardize all aspects of finance, production, and management. This is mainly to guide them towards the good side. (First-hand data from my own research)

Strengthen the psychological capital of high-quality professional farmers based on networks between individuals. *Industry communication to enhance high-quality farmers' professional resilience.* In social networks, individuals who have good interpersonal skills and ability to acquire effective experience can better control their emotions and keep calm when they encounter difficulties. Making industry partners and learning industry experience can better obtain support and care from social networks, increase individual resilience, and when they encounter difficulties, they can adjust themselves, adjust goals, and seek ways to achieve their goals more actively. The survey shows that “making industry partner to exchange industry experience” has a strong positive correlation with “being able to control emotions and keep calm when encountering difficulties”. Communication between industries can not only provide individuals experience to learn, but also help them to “huddle together for warmth”. When faced with difficulties, they can receive timely and effective support and help, enabling individuals to actively seek help and seek goals, enhancing their resilience in difficult situations.

Learn advanced models, enhance hope and the self-efficacy of high-quality professional farmers. Finding from interviews, in the process of cultivating high-quality professional farmers, a large number of advanced and typical figures have emerged. They are playing the role of advanced models and the power of role models. They are the striving direction and example of other individual farmers. High-quality professional farmers continually learn from advanced models, learn from each other's strong points and compare their own shortcomings in the development process, and use the successful experiences of others as suggestions on their own development path. When encountering difficulties, compare advanced models and learn their methods of dealing with problems to increase your sense of self-efficacy. At the same time, advanced models are not only the striving direction and example for yourself, but also the driving force and goal for individuals to advance on the path of future development, and let them have hope for future development.

When the interviewee, Director Zhuo, talked about the leaders he admires, he said:

I have some cooperative leaders I admire, such as Zhang Weihong from Jinshan District, who also works in the vegetable industry. His cooperative has seven bases and produces excellent varieties. He is also an outstanding farmer in Shanghai. His industry is doing well and he is also very persistent. (First-hand data from my own research)

There are many communication platforms which have been built in the process of cultivating high-quality professional farmers, and cooperative leaders have broadened their horizons through these platforms. During the survey, the author found that there are many business types in cooperatives, and through these communication platforms cooperative leaders can learn about different areas of planting and breeding from themselves. At the same time, there is a lot of room for cooperation, and everyone's approach is different. For example, some people focus on production and technology, while others focus on sales and marketing. This can complement each other, making cooperative leaders full of hope and confidence for the future development of the cooperative and confidence in facing challenging work.

Increase the psychological capital of high-quality professional farmers based on networks between individual and group. *Attend training and enhance the self-efficacy of high-quality professional farmers.* Participating in training can broaden the horizon and pattern of high-quality professional farmers, provide them

with new development ideas, increase their intellectual capital, and enlarge their interpersonal networks. This can enable them to obtain more support when encountering difficulties, and translate the experience of learning into practice, increase their confidence to overcome hardship. The survey shows that when answering the question “what benefits did you receive after participating in the training?”, there are 86.9% cooperative leaders who choose “broaden horizons and information channels”, and there are 74.6% leaders who choose “meet many industry partners and exchange industry experience”. Just as the interviewee, Director Yin, said:

A very good point is that when the advanced things come out, the Agricultural Broadcasting School will organize farmers to participate in training, such as livestream commerce and homestay. We farmers are like “frogs at the bottom of a well”, but after training, we suddenly have inspiration and ideas in our heads. (First-hand data from my own research)

The function of training is to increase the development and investment of new professional farmers in psychological capital, help them improve their sense of self-efficacy, enhance their love for agriculture, and have confidence that they can do something in agriculture. The survey also shows that “actively participating in various farmers’ training and learning” has a strong positive correlation with “having the sense of responsibility that is willing to contribute to the revitalization of the agricultural industry”, and the coefficient reaches 0.827.

Cooperation and communication to enhance the professional hope of high-quality professional farmers.

The survey finds that technical departments such as Agricultural Research Institutes or agricultural universities will provide technical support to agricultural cooperatives, or provide training and lectures to farmers, or establish a platform and cooperative relationship between Agricultural Research Institutes and cooperatives, and Agricultural Research Institutes will conduct trial planting and landing of newly developed varieties through cooperative. At the same time, the cooperative will also establish contacts with universities and carry out “production, education, and research” cooperation to inject new impetus into the development of the cooperative. These cooperative exchanges have not only broadened the thinking of high-quality professional farmers’ career development, improved their agricultural technology level, but also made them full of hope and optimistic about the future prospects of agriculture. Just as interviewee, Director Liu, said:

The benefit of working with these departments is that our technical level has been rapidly improved. Because our wisdom is very limited, integrating their wisdom into our system and making some technological upgrades and improvements will speed up our improvement and let us take fewer detours. Quantitative analysis also shows that “I am good at establishing contacts with technical guidance departments such as Agricultural Research Institutes or agricultural universities” has a significant positive correlation with “I am highly satisfied with my current career”. (First-hand data from my own research)

Research on the Transformation and Output of High-Quality Professional Farmers’ Psychological Capital in Social Networks

The leaders of agricultural cooperatives are not only pioneers of the cultivation of the high-quality professional farmers, but also play an exemplary and leading role in themselves. After the development of the psychological capital of high-quality professional farmers, their psychology has a certain guiding effect on their behavior. Good psychological capital can be externalized into positive and optimistic behavior about things around you. So we can explore the transformation and output of high-quality professional farmers’ psychological capital through their driving and cultivation of surrounding farmers.

High-quality professional farmers play a radiating role in driving the development of surrounding farmers and promoting common prosperity in rural areas. The psychological capital of high-quality farmers

is a driving force that can not only output, influence, and drive the development of others, but also transform into economic resources. By combining new technologies, new industries, and new modes, they can promote common prosperity in rural areas. The survey found that high-quality professional farmers play a role in driving the development of surrounding farmers in the following order: unified sales, production standardization (unified use of seeds, fertilizers, pesticides, etc.), driving farmers' thinking, improving their concepts, and helping farmers enjoy subsidies. High-quality professional farmers act as a link between dispersed small farmers and gather them to "huddle together for warmth". Farmers can rely on cooperatives that are run by high-quality professional farmers to continuously develop and progress. Moreover, for cooperatives, collecting products from surrounding dispersed farmers can expand their order volume and achieve better development. It can be seen that high-quality professional farmers with rich psychological capital not only have a strong action and sense of value, but also can form a mutually beneficial effect with surrounding small farmers, effectively promoting everyone's common prosperity. Just as interviewee, Director Zhang, said "Now I am a typical driving farmer in Songjiang District. This year, I have driven farmers to increase their income by nearly 4 million yuan" (First-hand data from my own research).

High-quality professional farmers open field schools to promote the cultivation of new vocational farmers. China has a large number of farmers, and relying solely on the government to cultivate new professional farmers is prone to the phenomenon of "heavy tasks, low efficiency, and inadequate coverage". High-quality professional farmers can train their surrounding small farmers and community members through field schools. In this way, they effectively expand the cultivation scope of new professional farmers, meet the needs of small farmers, strengthen comprehensive training on technical theoretical knowledge and field practical abilities of small farmers, and make contributions to the cultivation of new professional farmers.

Just as the interviewee, Director Liu, said:

Our cooperative have field schools, which are set up to provide on-site training for small farmers in the surrounding areas who are not convenient to go out. Setting up field schools in cooperatives is actually to make training more radiant. For example, in the aquatic industry, we hold different classes based on different varieties. For ornamental fish, we hope to adopt the form of family farming. If your family has an idle house that can be farmed, we can start an ornamental class for you. In the white shrimp farming industry, white shrimp is the stage management of its seeding stage, so the classes focus on the management of the seeding stage. (First-hand data from my own research)

The author learned from the investigation that the establishment of field schools requires a certain scale of cooperatives. Cooperatives not only hold corresponding training courses in field schools themselves, but sometimes the district agricultural committee also uses the cooperative's field schools as training locations and assigns certain training tasks to field schools.

High-quality professional farmers actively take on social responsibility and constantly repay society. High-quality professional farmers have good psychological capital and demonstrate a high sense of social responsibility in their daily lives, constantly repay society. In terms of community construction and caring for vulnerable groups, they are at the forefront of society. For example, during the epidemic, cooperative leaders arranged for the distribution of vegetables to the community. The interviewee, Director Guo, said:

When we were isolated during the epidemic last year, we also had home deliveries from March to May. The vegetables from our own base can be directly delivered to all residential areas in Xujing Town as long as anyone needs. (First-hand data from my own research)

Some cooperative leaders have coordinated with the local Disabled Person's Federation, allowing disabled people to work in agricultural enterprises, and they persistently carry out various public welfare activities. The interviewee, Director Hu, said:

In terms of social welfare, our company also does a lot every year, including visiting elderly people of no family and expressing sympathy and solicitude for outstanding party members. Every year, we also sponsor cultural and entertainment activities in the village. For elderly people over 80 years old, we send rice every year. We are also a social and agricultural organization for the disabled and we will help some disabled people come to work here. (First-hand data from my own research)

Problems in the Cultivation of Psychological Capital for High-Quality Professional Farmers

The Low Social Recognition of Various Honors and Insufficient Incentive Effect Are Not Conducive to Strengthening the Psychological Capital of High-Quality Professional Farmers

In the process of cultivating high-quality professional farmers, although the government has given many honorary titles to farmers to enhance their recognition among the masses, the practicality of these titles in reality is not high. In society, some certificates are not recognized, leading to the phenomenon of "having certificates but not recognizing them". This has led to the phenomenon of high-quality professional farmers spending energy and time to obtain certificates and honors, but only being an honor, which has not played a promoting role in the expansion of high-quality professional farmers' careers and the development of cooperatives, that is, the practicality is not strong and the incentive effect is insufficient. If things go on like this, the pursuit of obtaining certificates by high-quality professional farmer will gradually fade, which is not conducive to their long-term sense of professional achievement and value, and will affect their future development prospects. Just as the interviewee, Director Liu, said:

Actually, what I hope more is that our honor certificate will receive more practical recognition, rather than just an honor. For example, the foundation for completing which tasks is that you need to obtain corresponding certificates. In this case, the role of the certificate will be different, and it has higher value for everyone. At present, there has been no linkage between certificates and policies. There are many of my certificates, which are stacked about the height of a table. However, 99% of the certificates are not linked to our policies, and there are no actual points added when I apply for various projects. (First-hand data from my own research)

Lack of Support for Social Security Policies Has Reduced the Professional Value of High-Quality Farmers, and Even Led to the Loss of Talent

Farmers are also a profession with equal status to other types of professions. In other industries, employment requires mandatory participation in urban employee social insurance to resist various risks faced by practitioners. However, most farmers are unable to participate in China's urban employee social insurance and cannot provide a basic guarantee for their own lives and careers. The survey found that the proportion of cooperative members participating in "urban employee social insurance" is only 48%, and currently there is no unified document in Shanghai regarding the participation of cooperative members in social insurance, and the policies in each district are different. For example, in Jinshan District, some members of the cooperatives can participate in social insurance, and the members who can pay social insurance for each cooperative will be divided based on the level of the cooperative. However, the quota still cannot meet the practical needs. Other districts have not yet introduced relevant policies for farmers to participate in urban employee social insurance. Most cooperatives

either establish companies and pay urban employee social insurance for professional farmers through company channels; Either they don't pay for urban employee social insurance and choose to purchase accident insurance for professional farmers. Urban employee social insurance has a significant impact on attracting talent, as cooperatives are unable to pay social insurance, leading to the loss of talent. Just as the interviewee, Director Zhuo, said:

I find it strange and curious why cooperatives cannot participate in social insurance now. It would be best if government could solve this problem. Our cooperative is also considered a company and an organization, so why can't we participate in social insurance? Just like our White Crane has a base for cultivating ornamental fish, which has recruited many graduate students from ocean universities. These people were introduced to give them a business philosophy of partnership. If they cannot even participate in urban employee social insurance, we will not be able to retain talent at all. (First-hand data from my own research)

With the Arrival of the Aging Era, There Is a Lack of Inheritors in the Agricultural Industry, Which Disperses the Professional Sentiment of High-Quality Professional Farmers

The National Bureau of Statistics released the "2022 National Economic and Social Development Statistical Bulletin of the People's Republic of China", which shows that as of the end of 2022, China has a population of 280.04 million people aged 60 and above, accounting for 19.8% of the national population. Among them, there are 209.78 million people aged 65 and above, accounting for 14.9% of the national population (National Bureau of Statistics Statistical Bulletin, 2022). China has entered an era of deep aging, and in many places, the elderly have become the main force in farming, and aging has become a hidden concern for agricultural development. Who will take over the development of agriculture has become a key issue that urgently needs to be solved in the development of modern agriculture. The key to solving the problem of "who will farm tomorrow" is to make farmers a decent profession and make agriculture an attractive and promising industry. This not only requires farmers to strengthen their psychological capital and have the sentiment to engage in agriculture, but also requires the support of national policies to achieve a balance between the profit margin obtained by farmers in this profession and other professions. It also requires high recognition of the farmer profession by the public. Just as the interviewee, Director Zhang, said:

Our cooperative mainly hires surrounding farmers, whose average age is over 60 years old. It is a common phenomenon that the younger generation of college students are unwilling to do it, many young people are willing to work for 10000 yuan per month in buildings nor do they want to work for 15000 yuan per month in rural areas. There is a significant shortage of agricultural talents, which is a serious problem. The key is that agricultural profits are relatively low. For someone like me who has been engaged in agriculture for almost ten years with emotions, if the future development is still not smooth, then after this emotion is used up, I may also leave agriculture. (First-hand data from my own research)

Strategies and Suggestions for Cultivating Psychological Capital of High-Quality Professional Farmers

Improve the Recognition System for Various Honor Certificates, and Link Professional Honors With Preferential Policies to Stimulate the Enthusiasm of High-Quality Professional Farmers for High-Quality Employment

In order to further improve the professional level of farmers and increase their recognition of their professions, the government has issued certificates and honors to outstanding professional farmers, giving them a sense of professional achievement. At the same time, the government should clarify the relationship between the

recognition criteria for farmers' honor certificates and policy preferences, and effectively publicize and transmit various policy preferences to individual farmers. The government also needs to ensure the implementation of preferential policies, increase the psychological capital of farmers engaged in agriculture with sufficient external motivation, and stimulate the enthusiasm of high-quality professional farmers to engage in agriculture.

Promote the Formulation of Policies for Professional Farmers to Enjoy Urban Employee Social Insurance, and Constantly Attract Various Talents to Enter the Agricultural Field

The target group for being cultivated as high-quality professional farmers should include all those who aspire to serve agriculture and rural areas and are willing to become professional farmers, including urban citizens, entrepreneurs, civil servants, college students, veterans, and others. These potential "high-quality farmers" are effective means to solve the problem of agricultural aging. They have moved in from other industries, not only pursuing agricultural sentiments, but also pursuing profits and insurance. But if they enter the agricultural field and cannot enjoy the standard social insurance treatment of other industries, it will reduce the enthusiasm of professional farmers to engage in agriculture and increase the social risks they face in the post-industrial society, which is not conducive to the cultivation of professional farmers. Moreover, if the social insurance policies of different districts in the same city are different, there will be a biased flow of talents. It is suggested that the governments of each district can learn from Jinshan District and formulate relevant social insurance policies for professional farmers to participate in urban employee social insurance based on the actual situation of the district.

Constantly Expanding the Cooperation and Communication Platform, Allowing the Flow of Network Resources Between Professional Farmers and Between Professional Farmers and Society, and Improving the Income and Sense of Value of Professional Farmers

The government can promote the construction of an integrated communication platform, which can reduce the communication costs between professional farmers and between professional farmers and society, and further promote cooperation and communication among high-quality professional farmers. Firstly, products can be dependent on sales channels, that is, cooperative agreements can be signed between cooperatives, and one cooperative can sell its own products through the sales channels of another cooperative. Secondly, brand sales can be carried out. The government help the high-quality professional farmers establish a unified brand sales channel, gather and sell the same product, and create a unified brand. In addition, we can also promote communication and exchange between high-quality farmers, agricultural science institutes, and agricultural universities. For example, agricultural cooperatives can establish practical platforms with universities, establish winter and summer internship bases for universities, allow students to understand and practice agriculture, enhance talent's interest in agriculture, and provide comprehensive platform services for the introduction, cultivation, and development of agricultural talents. At the same time, sufficient communication and interaction on the platform can also enable professional farmers to share information, grow together, and flow resources such as production, technology, and sales, promoting the improvement of professional farmers' income and the growth of their sense of value.

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