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# Research on the Promotion Model of Jingning Apple Industry under the Background of Rural Revitalization

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**Abstract:** In the composition of Jingning county economic system in Gansu Province, “Jingning” apple industry is a pillar industry of economic development. Jingning Apple has always been loved by domestic customers, and gradually began to sell well in Southeast Asia and even Europe and the United States. Therefore, promoting the development of apple industry and optimizing the promotion mode of apple industry in Jingning are the primary tasks of developing county economy and realizing the strategy of rural revitalization in Jingning County at this stage. This paper focuses on the actual situation of apple industry development in Jingning County, and based on the concept of high-quality development, discusses the industrial promotion strategy of Jingning Apple under the background of rural revitalization, aiming at promoting the innovative development of apple industry in this region, enhancing the value of the whole industrial chain of Jingning Apple, and contributing to the rural revitalization strategy of Jingning County.

**Keywords:** Rural revitalization; Jingning apple; Industrial promotion

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Apple is a common fruit and one of the important industries in China’s agricultural development. When most people mention apples, they will inevitably think of Jingning apples. Jingning apple is also a specialty of Jingning County, Gansu Province. Compared with other varieties of apples, Jingning apple has the advantages of bright color, large shape, moderate sweetness and sweetness, crisp and sweet taste, strong hardness and so on, and it can also meet the requirements of long-term storage and long-distance transportation<sup>[1]</sup>. The development of apple industry in Jingning plays an important role in increasing farmers' income, promoting local economic development and better realizing the strategic goal of rural revitalization. For a long time, the marketing development strategy of Jingning Apple has mostly adopted the operation mode of whole fruit and bulk trading, and the deep processing industry has developed less, and the industrial model and sales method are single.

## 1. Analysis of the present situation of apple industry in Jingning County

Jingning County has an altitude of 1340 ~ 2245 m, an annual average temperature of 7.4℃, an effective accumulated temperature of ≥100℃ of 2539 ~ 33200℃, an annual sunshine of 2252 hours, a frost-free period of 159 days, an annual precipitation of 423.6mm, an average daily temperature difference of 12.1℃ and a large temperature difference between day and night. The ecological conditions are extremely favorable for the production of high-grade apples. In the economic system of Jingning County, the apple industry in Jingning County has always been one of the economic pillar industries.

At present, Fuji and Red Fuji are the main fruits planted, and other fruits are few. The single planting mode and even varieties lead to the lack of risk resistance of the local apple industry. Second, the price of local apple industry fluctuates greatly, and the market competition is not sufficient. Although the apple production in this area is increasing, the income guarantee system of fruit farmers in Jingning County is not perfect. At the same time, the supply chain of apple industry in Jingning county and even the whole industrial chain need to be further improved, and the resource allocation needs to be further coordinated. Some fruit farmers lack knowledge and technology reserves, lack necessary support and guidance, and the apple yield can not be improved for a long time; Some vendors still have problems in packaging and cold chain logistics. Third, the degree of organization of industrial planting is not high, and it is difficult to effectively control production costs, which leads to the lack of competitiveness of products. It is necessary to further promote new management technologies and new business models. In the past few years, e-commerce in Jingning county has developed, but the speed still needs to be improved. Fourth, the communication subject has insufficient awareness of network expression. Judging from the overall situation of network communication, Jingning fruit farmers are mostly middle-aged groups over 40 years old.

## 2. Effective mode of promotion of Jingning apple industry

### Improve the ability of industrial technology innovation

First of all, we should strengthen the research and development of science and technology in Apple industry and enhance the technological innovation ability. Based on science and technology, we should strengthen the production innovation ability of enterprises, explore new technologies of planting management, develop new products, and promote industrial development with market demand as the guide. Actively contact universities and research institutes, work together to tackle key problems, and provide necessary mechanism guarantee and technical reserve for Jingning apple industry innovation. Secondly, we should attach importance to the mutual cooperation between Apple enterprises and major scientific research institutions, create scientific research platforms, promote technical cooperation and exchanges, improve the level of industrial scientific research and development, attach importance to the construction of enterprise talents, promote industrial technological innovation, improve the transformation rate of achievements, and accelerate the effective integration of industry and technology, thus improving the competitiveness of local industries<sup>[2]</sup>.

Organize scientific and technological demonstration and promotion, and carry out precise training. According to the natural conditions and development, the target area is defined, the technical demonstration base is built, technical training and on-site work guidance are organized, and various technical support is provided for fruit farmers, including apple planting and common pest control, etc., so as to improve the technical level of apple planting as a whole<sup>[3]</sup>.

### Improve Apple's industrial chain

The first is to ensure the coordination of all links in the industrial chain. Optimize all kinds of supporting equipment in cold chain logistics and processing, especially in planting, and form close cooperation with other links and effective interaction with fruit processing enterprises. For example, before the apples are unpacked, colored or picked, the media, foreign fruit sales, distributors and processing enterprises are widely invited to the planting park to organize on-site promotion and product exhibition activities in the orchard to promote the sale of apples, thus forming a healthy cooperative relationship with high sharing of interests, resources and information, and promoting the healthy operation of all links in the apple industry chain by multi-party cooperation, highlighting the overall competitiveness of Jingning apple industry<sup>[4]</sup>.

Innovate Apple's marketing model and expand the industrial chain. Expand the marketing team, build an e-commerce platform, make full use of online marketing, and broaden the sales path through online celebrity's delivery and live promotion. Based on the development opportunity of policy support, strengthen the brand effect as much as possible. We should make effective use of the basic supporting resources in Jingning county at this stage, introduce fruit deep processing enterprises, and expand the categories of raw apple products, such as pulp, fruit wine, fruit juice, fruit vinegar or chips, etc. At the same time, the production scale of supporting fruit packaging enterprises should also be expanded accordingly, so as to ensure that Jingning Apple can provide a series of personalized services to the market from the perspective of market demand and enhance the added value of Jingning Apple products as a whole. It can also be based on the rural revitalization strategy, combined with the rural development and transformation work such as the creation of demonstration villages and the creation of rural tourism, to create an apple pastoral complex integrating apple planting, local tourism, cultural propaganda and service industries, promote the deep integration of industries, and create employment opportunities for county residents<sup>[5]</sup>.

### Increase the funds for technology promotion

Set up special funds. Support and promote Apple's industrial technology promotion activities by setting up special funds, and strictly define the use authority of special funds. Only the propaganda department responsible for promotion activities has the right to apply for use, and other departments are not allowed to use it. Departments that misappropriate special funds in violation of regulations shall be held accountable according to law. At the same time, propagandists should strengthen the preaching of apple planting techniques to apple growers, and enhance the technical publicity effect by means of demonstration and promotion.

Provide incentive funds. According to the specific classification of industrial promotion projects, incentive bonuses will be added, and cash rewards will be used to encourage those who have made outstanding achievements in promotion. In this way, the enthusiasm and enthusiasm of the promoters are stimulated, so that they can effectively exert their personal initiative in the process of apple industrial technology promotion, constantly improve and innovate the promotion methods, improve the promotion efficiency and enhance the promotion effect. In addition, the incentive bonus can also attract more professionals to participate in the Apple industry promotion project, and constantly strengthen the strength of the Apple industry technology promotion team, so that Jingning Apple can better go to the market.

## 3. Concluding remarks

Jingning County is endowed with good natural resources and abundant land resources, and the geographical environment and planting conditions have created favorable preconditions for large-scale apple planting. For a long time, Jingning County has always attached impor-

tance to the development of local apple industry, and given necessary support from the aspects of policy assistance and economic support. In the process of apple industry development in the future, Jingning County should speed up industrial technology innovation, promote apple variety optimization, focus on improving marketing ability, build an efficient market development system and perfect product marketing system, promote the transformation of apple industry from scale expansion to quality improvement, and make greater contributions to the high-quality development of county economy.

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