

Exploration on the development path of farmer cooperatives from the perspective of rural revitalization

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Abstract: In the 1990s, China's agriculture and rural areas have entered a new stage of development, and new problems have arisen: the market for agricultural products has entered a stage of oversupply, farmers are in a weak position under market competition, and the growth of farmers' income is slow or even stagnant. Therefore, it is necessary to improve farmers' cities by realizing the organization of farmers. Market competitiveness helps farmers to participate in market competition cooperatively. In this case, the new rural economic cooperation organizations emerged as the times require, providing important help to solve the problems of agriculture, farmers and rural areas. The emergence of this new type of economic cooperation organization has attracted great attention from the Party and the government, the society, the peasants' initiative to unite into the market, and has greatly promoted the construction of a new socialist countryside. Therefore, it is of great theoretical and practical significance to study the new rural economic cooperation organizations in the new era.

1. Introduction

In the 1990s, China's agriculture and rural areas have entered a new stage of development, and new problems have arisen: the market for agricultural products has entered a stage of oversupply, farmers are in a weak position under market competition, and the growth of farmers' income is slow or even stagnant. Therefore, it is necessary to improve farmers' cities by realizing the organization of farmers. Market competitiveness helps farmers to participate in market competition cooperatively. In this case, the new rural economic cooperation organizations emerged as the times require, providing important help to solve the problems of agriculture, farmers and rural areas. The emergence of this new type of economic cooperation organization has attracted great attention from the Party and the government, the society, the peasants' initiative to unite into the market, and has greatly promoted the construction of a new socialist countryside. Therefore, it is of great theoretical and practical significance to study the new rural economic cooperation organizations in the new era.

2. The Regulation of Cooperative System

2.1 The Concept of Cooperatives

"Cooperative" is a charming concept. It has different denotations and connotations in different historical periods, different countries and regions, and different professional horizons. However, with the development of the world cooperative movement, especially the uncommon efforts of the International Cooperative Union, the term "cooperative" has a specific meaning accepted by the international community. Nevertheless, the method of defining the term "cooperative" still shows the individuality on the basis of commonality [1-3]. There are many definitions of the concept of cooperatives, such as "referring to organizations or associations that do not make profits themselves but provide economic services to their members or shareholders. The most prominent one is the purpose of cooperatives, in which members and owners voluntarily own and control enterprises that operate for themselves on the basis of capital preservation and non-profit. It is owned by its users", which also reflects the institutional characteristics of cooperatives: cooperatives are owned by their users; cooperatives implement the principle of voluntary; cooperatives are controlled by users;

cooperatives operate on the principle of cost; cooperatives focus on users.

Although many definitions have different emphases on the generalization of the characteristics of cooperatives, they do not conflict, but partly overlap. Generality is greater than individuality. Considering the characteristics of cooperatives emphasized by various definitions, we can conclude that the concept of cooperatives should correspond to such an organization as an enterprise or association or association; it does not aim at making profits, but at providing services for its members on the basis of cost management; it is managed and managed by its members. It is owned by the members and operates for the interests of the members; the profits of the cooperatives are shared proportionally by the members according to the proportion of their investment or the amount of labor in the cooperatives; in the cooperatives, the owners, users and beneficiaries are in one. Fig. 1 An example of cooperative membership.

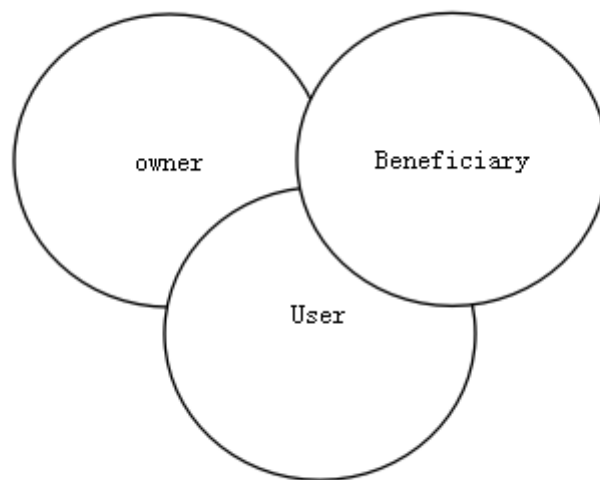


Figure 1 an example of cooperative membership

2.2 Cooperative function

According to the establishment of cooperatives, its main purpose is to obtain equal market trading status and negotiation power that members as independent individuals can not obtain. After the cooperatives formed by voluntary associations of members acquire this equal negotiation power, the cooperatives exercise this equal negotiation power as market subjects rather than individual members. However, the purpose of exercising this equal negotiation power of market transactions is to serve the members, which means that the members as individuals indirectly enjoy and exercise this equal negotiation power of market transactions. From this point of view, it can be said that cooperatives are an effective form of organization for groups that do not have or lack negotiating power in market transactions to strive for and create their own negotiating power. Of course, members indirectly enhance their market trading position and negotiation ability by using cooperatives as a bridge, in the final analysis, or to meet their interests and other needs. According to the system design of cooperatives, their functions are mainly manifested in economic and social functions [7-10].

2.3 The Value of Cooperatives

The value of "self-help" is based on the belief that all people can and should master their own destiny. Self-help is the fundamental foothold of cooperatives. Without this basic idea, the autonomy of cooperatives will become a rootless pinnacle, and cooperatives will also be regarded as dependencies of the government or other organizations. Although the value of "self-help" embodies the belief that all people can and should control their own destiny, it does not mean that it denies the need for government support and external help for the development of cooperatives, nor

does it mean that it denies the need for mutual assistance among members. On the contrary, the value of self-help is realized through mutual assistance. Because personal abilities have their limitations, only when individuals join forces with others can they fully tap and develop their abilities. One of the roles of cooperatives is that many things beyond the reach of individuals can be achieved through joint action. Therefore, in cooperatives, self-help is inseparable from mutual assistance, self-help is self-help in mutual assistance, and mutual assistance takes self-help as its ideological premise [11]. As a voluntary joint organization, "people" is the most basic unit. Cooperatives are mainly the union between people, not between capital. Therefore, the institutional basis of cooperatives is the equality of rights between people, not between capital and capital. Equal membership is the institutional basis of cooperatives. In cooperatives, members enjoy equal rights to participate, know, make decisions, supervise and advise in the management and control of cooperative affairs, as well as equal rights to obtain interest on equity capital and to share the profits and losses of cooperatives according to the amount of patronage, regardless of the amount of their shares. Naturally, members also fulfill their obligations and assume corresponding legal responsibilities equally. Fig. 2 The value and relationship of cooperatives.

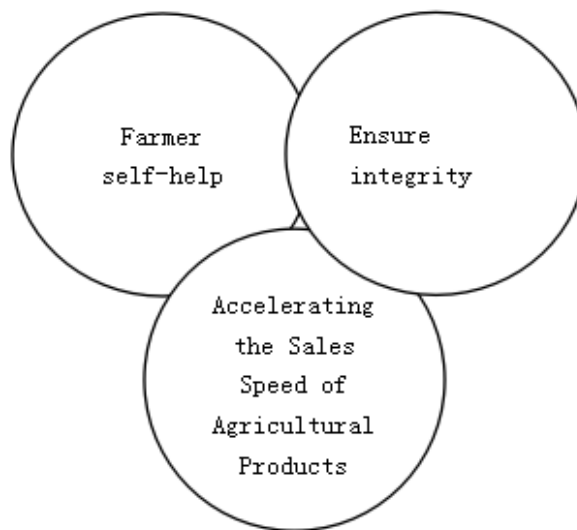


Figure 2 Value Reflections and Relations of Cooperatives

3. The Assistance of Cooperatives to Rural Economic Development

3.1 It is conducive to the improvement of the three levels of agricultural production

With the establishment of China's socialist market economy, especially after China's entry into the WTO, China's agricultural development is facing tremendous pressure from the market competition at home and abroad, which puts forward new requirements for the innovation of agricultural organizations. Only in this way can traditional farmers in China be transformed into modern farmers, traditional agriculture into modern agriculture, and rural construction be promoted. Set up a new socialist countryside. The transformation process from traditional agriculture to modern agriculture is to realize the socialization, specialization and marketization of agricultural development. Specifically, farmers are required to carry out specialized production in order to achieve scale effect. Specialized production needs a social division of labor, so that participants can do their part. The purpose is to improve the marketization of agricultural production through specialized and socialized production oriented to market requirements, in order to achieve the ultimate scale benefit of agriculture[12].

3.2 Enhancing the International Competitiveness of China's Agriculture

With the emergence of the new rural economic cooperation organization, the peasant households in our country have realized the organization, avoided the internal friction brought about by individual competition, made the peasant households in our country achieve effective cooperation, realized the optimal allocation of elements, thus creating a good international competitiveness. The so-called "late-developing advantage" is that the latter draws lessons from and makes use of the predecessors' existing advantages. Opportunities and capabilities for results and experience. If it is a household-by-household operation, it is impossible to obtain the experience of agricultural operation and management in advanced countries in time through the market, thus it will not be able to obtain strong international market competitiveness. The emergence of new rural economic cooperative organizations not only strengthens the domestic market competitiveness of farmers in China, but also enables them to pay more attention to and learn the advanced experience of agricultural development and introduce high technology in a more timely manner because of their specialized and socialized production and management mode, thus helping farmers to develop their late-developing advantages. To achieve leapfrog development.

4. Conclusion

At present, China's rural economic cooperation organization is a new type of cooperative organization based on the household contract responsibility system. Its organization types are diverse and its connotation is extensive. In accordance with the classical principles of the International Cooperative Alliance and the actual situation of China, the analysis and summary of the new rural economic cooperation organizations can also help us correctly understand the forms, methods and means of agricultural and rural cooperation at different stages. At the same time, the emergence of new rural economic cooperative organizations is a great exploration of the broad masses of peasants under the leadership of the Communist Party of China, in accordance with the basic principles of Marxism, and in combination with the specific reality of our country's rural areas. It is a great creation of Chinese peasants.

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