

## Research on the Demand of New Farmers Training in Beijing

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**Abstract.** New farmers training is the key to solve the problem of "Three Rural Issues". This article is mainly research to the s training goal, training content, and training way of Beijing new farmer under the new situation, analyses the convenient and restricted factors, put forward by the countermeasures of training, to provide the decision basis for the new farmers training.

### 1. Introduction

With the development of modern agriculture, farmers' knowledge and skills cannot adapt to the new needs of rural industry. Only cultivating traditional farmers into new farmers who can master and apply modern science and technology, the agricultural scientific and technological achievements can be transformed into real productive forces. Developed countries also pay attention to the training of farmers. It is systematic, organizational and normative [1]. There is a contradiction between the demand and supply of farmers training in China [2-4]. Under the background of "Internet +", the farmer training has different features. Through investigation of the new situation of Beijing new farmers to participate in training, the countermeasures of training is put forward in this article and provide the basis for decision making for Beijing municipal government and other places to carry out the training of farmers.

### 2. Basic situation of trainees

The new farmers refer to the farmers who are cultural, technical, operational, and high-quality farmers. How to cultivate the new farmers, is the key to build a new socialist countryside and solve the problem of "three agricultural problem". Training is an important way to cultivate new farmers. It determines the training effect of training content, method, period, etc. Accurately grasp the information for the training work has the vital significance.

In 2016, "Beijing agricultural e-commerce and agricultural water saving technology advanced training class" is organized by project team. The trainees are new farmers. Therefore, a questionnaire survey involves 115 participants in the study. Recycling effective questionnaire 106 copies.

From the age band, trainee's average age is 41 years old, 30-50 years old is the majority, accounting for 73%. The youngest is just 24 years old. By gender, men are accounted for 65%, women are accounted for 35%. For the education level, college and higher education is accounted for 40%, high school and secondary school graduates is accounted for 40%, the lowest education for junior high school graduation is accounted for 20%. From the agricultural business way, individual farmers are accounted for 26.7%, farmer cooperatives is accounted for 31.1%, agricultural enterprises are accounted for 17.8%. For the income, 17.8% family is over 10 thousand yuan. The main way is the planting and wages. These data show that the new farmers' education level is generally high in Beijing, with a certain degree of science and technology and information capabilities, and has high acceptance of training content and new things.

### 3. Training needs analysis

#### 3.1 Training purpose analysis

The main purpose of improving agricultural production skills is accounted for 86.7%. Want to increase income is accounted for 37.8% (Figure 1) . Some of them are interested in the content is accounting for 13.3%. The last part of them is aimed to get a diploma or certificate. The ratio is 10%. On the whole, the new farmers want to improve skills and enhance their ability to get rich through training. Therefore, the training content should fully consider the demand of production technology and agricultural management.

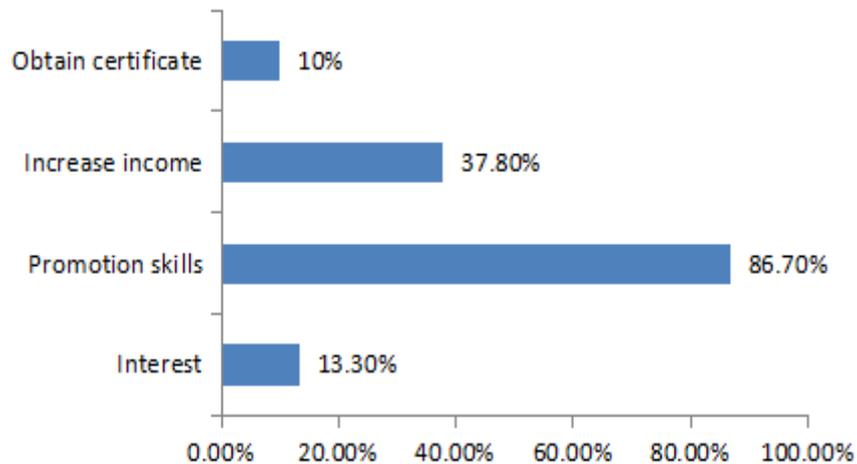


Figure 1. The purpose of new farmers to participate in training

#### 3.2 Training content analysis

For the training content, it mainly concentrated on 5 areas (Figure 2) . Among them, agricultural production technology accounted for 60%, marketing knowledge accounted for 60%, innovation and entrepreneurship accounted for 62.2%, the agricultural informatization is accounted for 62.2%, policy and regulations is accounted for 42.2%. Agricultural technology solves the problem of agricultural production. Marketing way solves the problem of agricultural production sales. Innovation and entrepreneurship knowledge is help to agricultural enterprise development. Agricultural informatization improves agricultural production efficiency. Agricultural policy is help to agricultural development decisions. It indicates that the new farmers in Beijing have a very high entrepreneurial basis, they can seize the key factors of demand for learning and training.

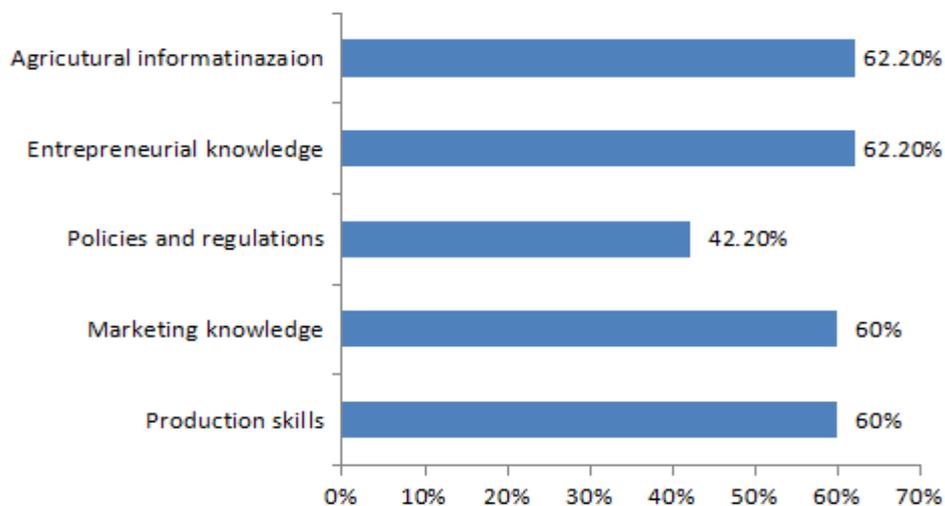


Figure 2. The demand of new farmers training

### 3.3 Training facilitation factors analysis

In the survey of training period, 48.6% of farmers choose 4 — 7 days. 44.4% of them choose 2 — 3 days. 7% of them choose 1 day (Figure 3). It can be seen farmers demand for training in the medium term. Don't be too short or too long. In addition to the technical training for current season, the slack season is farmers' hope. The main reasons for training in the slack season are: firstly, the most hopeful of the study is the practical technology, it takes some days to really learn. Secondly, the majority of farmers has farm work, it is difficult to take a longer time to attend training. So a reasonable and effective arrangement of the training period is the government departments should be considered in the implementation of the farmer training.

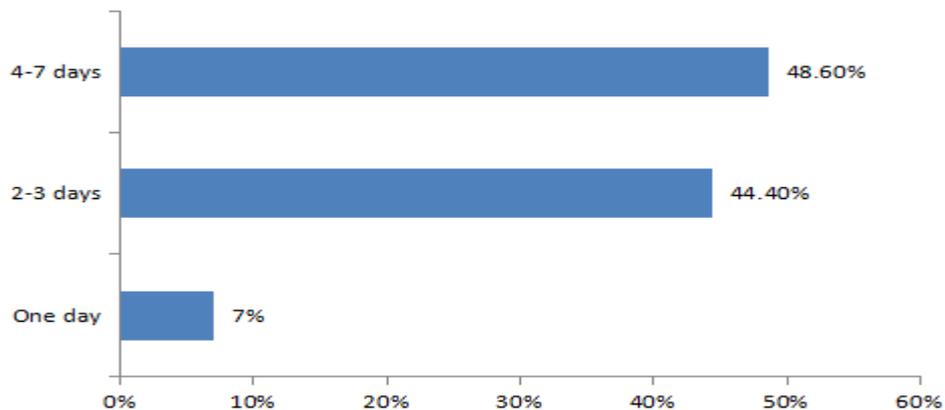


Figure 3. New farmers' demand for training time

For the training sites, the majority of students don't care it, accounted for 86.7%. Only a small part of their hope in the urban areas or nearby. Most of trainee like the actual operating instructions, it is accounting for 68.9%. Followed by a visit to observe, accounted for 57.8%. The seasonal training is accounted for 51.1%. Expert lecture accounted for 37.7%. In addition, the new media training of WeChat, QQ group and other ways are also favored, accounted for 33.3% (Figure 4). It shows that, in order to enhance the training effect, according to the needs, various forms of training can be carried out. On the basis of traditional lecture, the modern means of information media training should be utilized fully.

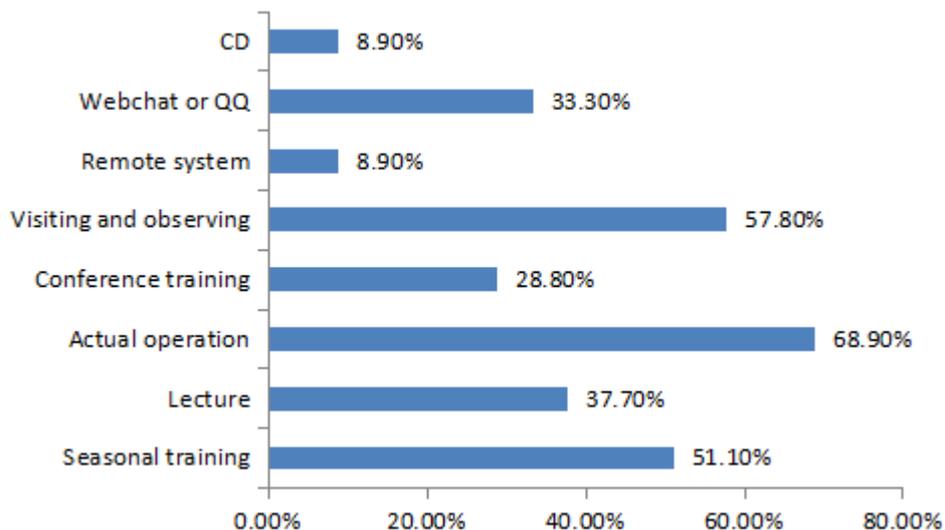


Figure 4. New farmers' choice of training methods

### 3.4 Training restricting factor analysis

On the training demands survey, all of them need the new farmers training. And the proportion of farmers who are in great need is 80%. In the investigation of the training experience in the last 3 years, 71% of them participated in the related training less than 5 times. Less than 2 times accounted for 35%. 3-5 times are 36%, 6-10 times are 16%. More than 10 times are 13%. It indicates that the Beijing

municipal government pays more attention to the farmers training. Investment in this area is heavily. There are several reasons for farmers who have no training experience: firstly, most of them lack of training opportunities and don't know how to take part in, accounted for 35.6% and 31.1% respectively. Secondly, some of them have no time to attend, accounted for 24.4%. Thirdly, the training content is inappropriate, accounted for 26.7% (Figure 5). Overall these data show that, in order to make good use of the training resources, the training work, first of all should intensify propaganda, let a person with training need to be able to understand the relevant information. At the same time, should be more use of information technology means, hold some remote technical training with low cost and wide range of radiation. Provide training opportunities to more people. In addition, in terms of training content, need fully research, strives to make every training has a strong practical significance and highly attractive. For the training time, adapt the training time to farmers' time, avoid the interests of farmers do not have time to participate.

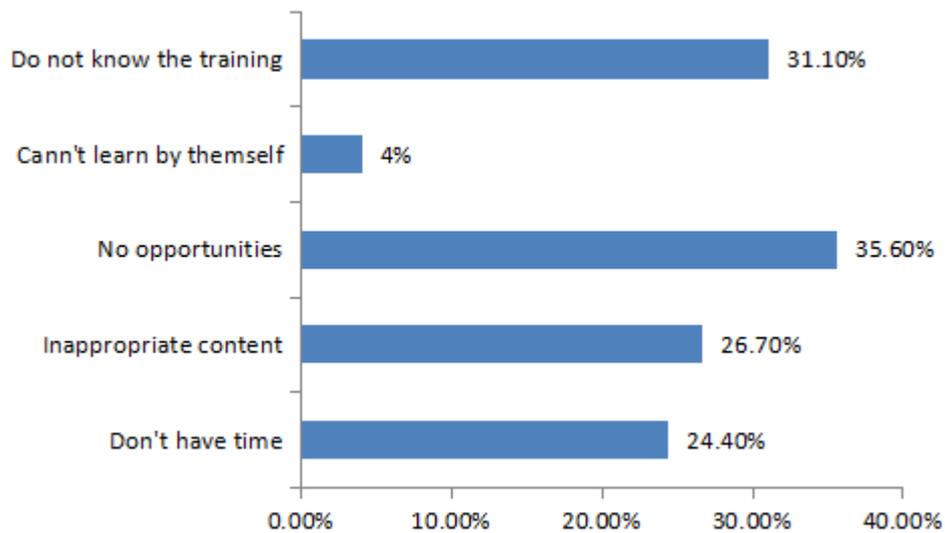


Figure 5. Factors affecting farmers' training

#### 4. Countermeasures and Suggestions

New farmers training is a systems engineering, and is also a complex and difficult business, not can be completed overnight. It is needed attention and support from the government and the whole society.

Increase the training needs survey. Combined with the actual needs of the training object, determine the training content, methods, channels, teachers and time, to enhance training effectiveness.

Optimizing the training resources distribution, and strive for diversification. According to the situation of agriculture development and the farmer's need to determine the training program. Called on the government, higher education and training institutions, agricultural colleges and agricultural enterprise participation, allow the farmers to choose, to ensure that the limited training resources use efficiently.

Vigorously promote the new farmers training project, form a wide coverage, multi-channel, multi-mode of farmers training. Increase the farmers training publicity, make more farmers access to training information and take part in to improve concept and technology, to promot agricultural development more effectively.

Strengthen the technical guidance after the training, to ensure that farmers' skills can maximum convert to realistic productivity. At the same time, also need to support and follow up in agriculture, manufacturing, marketing and so on, so that the training produce better comprehensive benefits.

## 5. Conclusion

Beijing municipal government has carried out a lot of training work in recent years. Beijing's new farmers already have high business quality and a strong entrepreneurial base.

The education level of new farmers in Beijing is generally high. They have a certain degree of science and technology and information skills, can accept the new things. Therefore, training content design should adapt to their knowledge level.

The new farmers in Beijing have the basis of using modern information media to train. Training can be combined with these means to carry out.

The training content need to fully survey, and is combined with the production practice, especially with the agriculturalmarket.

The current training needs to be paid attention to increase publicity efforts to improve the utilization of training resources.

Carry out the training work, should make full use of information technology means, to reduce the training cost, expand training radiating surface, and provide training opportunities to more people.

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