

Theoretical Logic of the Cultivation of New Professional Farmers in Tobacco Planting Industry in the New Era

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Abstract: In the new era, new professional farmers are the new force to realize the modernization of rural agriculture, innovating the theoretical logic of cultivating new professional farmers is the inherent requirement to improve the quality and efficiency of cultivating new professional farmers. Due to the particularity of tobacco planting methods, On the basis of explaining the connotation of the cultivation of new professional farmers in tobacco planting industry and based on three theoretical foundations, this paper probes into the internal logic of the cultivation of new professional farmers, and constructs the theoretical framework of the cultivation of new professional farmers in tobacco planting industry. This will have important theoretical significance and practical value for speeding up the process of cultivating new professional farmers in tobacco planting industry, ensuring the quality of cultivating new professional farmers, and promoting the increase of farmers' income and the development of modern agriculture.

Key words: tobacco planting industry; new professional farmers; theory mechanism; modern agriculture

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INTRODUCTION

Since China's social development has entered a new era, the rapid development of urbanization has driven the rural labor force to continuously flow to cities, accompanied by "the marginalization of agriculture, the aging of farmers, the hollowing out of the countryside" and other issues that gradually affect the development of the country's modernization, resulting in the dilemma of "no successor" in China's agricultural development in the future¹. Especially, as China's economy enters a new normal, it is urgent to build a strong

team of new professional farmers because the social economy has turned to high-quality development and the agricultural economy has diversified, the transformation from traditional agriculture to modern agriculture has put forward new requirements for the professional development of farmers, and the existing rural labor force has gradually failed to meet the production requirements of modern agriculture. Since the 18th National Congress of the Communist Party of China, in order to promote the development of modern agriculture, the country has vigorously promoted the cultivation project of

new professional farmers. General Secretary the President of China has put forward a wealth of new views and new ideas on the construction of new professional farmers from the overall and strategic perspective. Moreover, the proposal of the rural revitalization strategy in the Party's 19th National Congress puts forward the new requirements of the times for the cultivation of new professional farmers. Therefore, the cultivation of new professional farmers in the new era is facing both good opportunities and serious challenges. In the new era, new professional farmers are needed as the main body to realize agricultural modernization in agricultural villages, because they are the main force to guarantee agricultural quality, development benefit, improve agricultural market competitiveness, and promote rural revitalization and modern agricultural development.

Faced with challenges and opportunities, we should grasp the good development opportunities in the new era, base ourselves on the development status quo, take the problem as the guide, innovate thinking and methods, explore the new characteristics of new professional farmers under the background of new era and rural revitalization, innovate the cultivation methods and paths of new professional farmers, and get out of the dilemma of cultivating new professional farmers in China. However, compared with foreign developed countries, the research on the cultivation of new professional farmers started late in China, and a sound cultivation system has not yet been explored, especially the in-depth analysis of the relevant theories on the cultivation of new professional farmers is lacking. Therefore, for China, which is still in the initial stage of research on the cultivation of new professional farmers, the theoretical and practical research on new professional farmers as a new concept is relatively short of systematic combing and innovation. Meanwhile, for a long time the tobacco industry has been a major profit and tax operator in Chinese national economy, and it can provide a large number of job opportunities. The tobacco planting industry can solve quite a lot employment problem

of farmers¹⁵. Therefore, studying the cultivation of new professional farmers in the tobacco planting industry is of great significance to the development of the tobacco industry, even to the development of the entire national economy¹⁶.

TRIPLE CONNOTATION OF NEW PROFESSIONAL FARMERS

New professional farmers, as an innovative concept given to the subject of modern agriculture and rural revitalization in the transition period from traditional agriculture to modern agriculture according to the special national conditions, are new occupations engaged in modern agriculture and promoting rural revitalization across the new period, since entering the new era and even in the future. Domestic scholars have given a wide range of meanings to new professional farmers. General Secretary. The President of China put forward a new concept of professional farmers that "love agriculture, understand technology, and be good at management" when attending the deliberation of the Sichuan delegation at the "two sessions" in 2017. Zhu Qizhen, Wen Jingchao (2012)² and other scholars believed that the new professional farmers are the main players in the market, with higher income, higher scientific and cultural quality and a high sense of social responsibility, which are the basic characteristics of the new professional farmers. Guo Zhiqi (2012)³, Wang Liping et al. (2015)⁴ thought that the new professional farmers have the idea of "economic rational person", possess financial consciousness and entrepreneurial spirit, and pursue the maximization of market interests. Wei Xuwen, Liu Wenlie (2013)⁵ thought that new professional farmers have deep feelings about agriculture and rural areas, and their social status will be promoted with the increase of income level. Hu Xiaoping (2014)⁶ held that new professional farmers are older based on the current development of agriculture.

In China's agricultural policy documents, the new professional farmers are defined as modern agricultural practitioners who take agriculture as their occupation to carry out production activities,

possess certain relevant professional skills and earn a considerable level of income through agricultural production and operation. According to the type of cultivation, they can be divided into three types: production management type, professional skill type and professional service type. Their sources include not only the labor force engaged in agricultural production in the new management organizations such as family farmers, farmers' cooperatives and leading enterprises that remain in the rural areas, but also the "urban population" that originally went to the cities but returned to the rural areas in different forms for local farming or entrepreneurship employment, mainly including migrant workers, college graduates and veterans⁷. In this paper, the new professional farmers are different from the traditional "farmers", and their main characteristics are mainly reflected in the following three aspects:

Change in the Identity of Farmers from "Social People" to "Economic Men"

In the traditional sense, farmers mainly meet the needs of self-sufficiency by engaging in agricultural activities, so as to better maintain their livelihood. Most of them are simple cultivators, which is a manifestation of social identity or social hierarchy. In contrast, the new professional farmers, as an independent market subject, are the product of high economic and social development, with the characteristics of purposiveness, sociality, standardization, stability and technicality, as well as mass, and are a kind of occupation. In the process of modern agricultural development and the integration of urban and rural development, the rational "economic man" thinking characteristic is more and more obvious, with the characteristics of marketization. Different from traditional farmers' self-sufficient farming, new professional farmers can fully enter the market by engaging in agricultural production activities, understand and analyze the market situation and dynamics, and improve the awareness of survival of the fittest, market competition and law. At the same time, they carry out agricultural production activities based on market demand, plant differentiated

crops, or engage in differentiated agricultural production methods, so as to improve production quality, reduce costs, and increase the income of agricultural production activities, and use all possible ways to achieve higher economic income or maximize returns. The transformation of the new professional farmers from simple cultivators to agricultural operators not only enables the traditional farmers to get rid of their traditional identities and become professional people, but also reshapes a new type of agricultural post that is open to all, especially realizing the two-way circulation of production factors in urban and rural areas under the background of urban-rural integration development, which is beneficial to the rapid integration of the new type of professional farmers into the urban and rural development market.⁸

Change in the Composition of Farmers from "Oneness" to "Diversification"

Different from traditional farmers, new professional farmers are the inheritance and development of traditional farmers and can adapt to the development of modern agriculture. As the main force of rural revitalization, they are farmers who can achieve "prosperous industry, ecological livability, civilized rural customs, effective governance and rich life". Therefore, under the background of the development of modern agriculture and rural revitalization in the new era, the new professional farmers have diversified characteristics, which are mainly manifested in the following aspects: (1) Diverse sources. New professional farmers include not only farmers, but also migrant workers, rural college students, veterans and non-farmers transferred from other industries. The *2017 Report on the Development of New Professional Farmers* released at the National Forum on the Development of New Professional Farmers in 2018 pointed out that 40.6% of the new professional farmers come from new forces such as rural returnees, college graduates, scientific and technological research and development promotion personnel, veterans and so on. (2) Diverse directions. Different from the traditional

farmers who live solely by farming, the new professional farmers understand the technology, are good at management, and have diversified choices of agricultural production methods, including industrial management, information and technology services, professional production, industrial management, and e-commerce management, and take agricultural production, management or service as their main occupation. Therefore, the new professional farmers can be divided into three types: production management type, professional skill type and social service type. (3) Diversified knowledge. In the process of modern agricultural development, new professional farmers are no longer simple cultivators, but agricultural practitioners with modern development concepts. Instead of cultivating by imparting experience, they mainly learn rich knowledge such as comprehensive quality, production skills, experience management ability and vocational education.

Change in the Production of Farmers from "Part-Time" to "Professionalism"

Traditional agriculture has scattered management and low productivity, in which one farmer or family can engage in the production of every link of agriculture, mainly relying on long-term accumulated experience for farming, with low economic benefits. As a result, farmers gradually began to give up land and enter non-agricultural departments or cities to become part-time agricultural workers. The rapid development of industrialization and urbanization promotes the

regional refinement of social division of labor and resource allocation, and the modernization concept and mechanization development accelerate the refined development of agriculture, which makes the division of labor in every link of agricultural production more and more specific, and improves the quality and ability of agricultural practitioners. And in rural areas in the future, farmers should not only be good at farming, but also be good at selling. Therefore, it is very difficult or impossible for the traditional farmers and part-time farmers to master all the labor skills and engage in the refined production of each link in the agricultural sector. New professional farmers divide many links in agricultural production and operation activities into different "posts", so that all kinds of farmers can perform their duties in the agricultural industrial chain, keep improving, exert their professional skills to the extreme based on their own posts, and produce agricultural products with the best quality and the highest economic benefits, which reflects the professionalism and professionalism of new professional farmers. The diversified development of agricultural economy puts forward higher requirements for the knowledge reserve of agricultural operators, which requires them to learn and master more advanced and professional agricultural equipment, technology and diversified knowledge.

THEORETICAL EXPLANATION ON THE CULTIVATION OF NEW PROFESSIONAL FARMERS

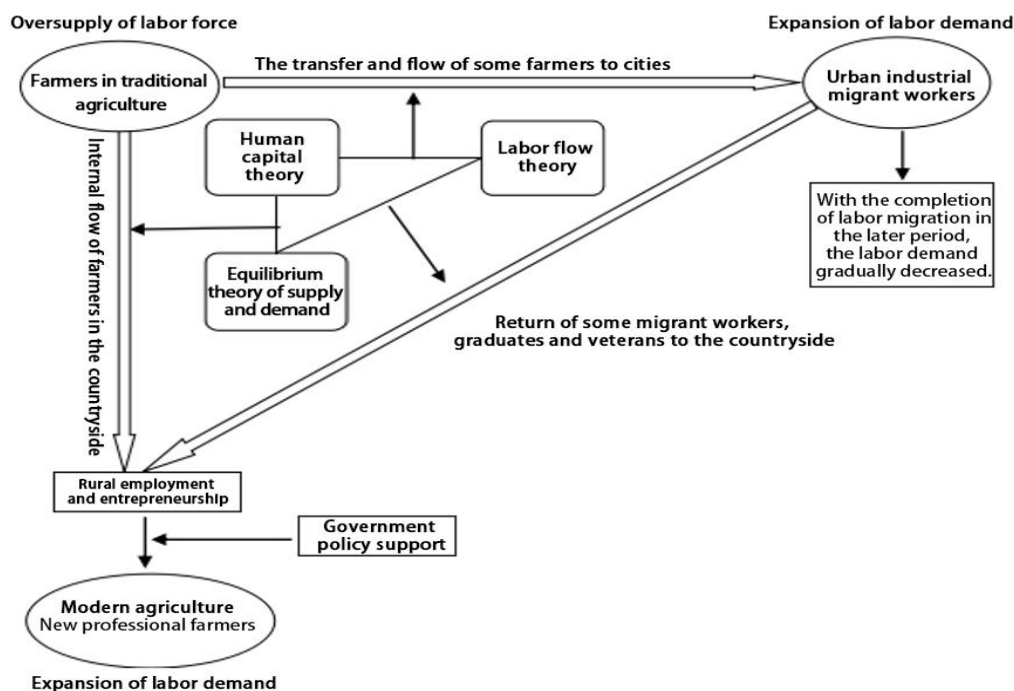


Fig. 1 Theoretical interpretation framework for cultivation of new professional farmers

The Mobility of Rural Labor Force is the Driving Force to Promote the Cultivation of New Professional Farmers.

Industrial differentiation and specialization is the logical starting point of cultivating new professional farmers

At present, China's society has a dual economic structure and is divided into two production departments, one is the traditional agricultural department with backward productivity and low marginal productivity of labor, and the other is the modern urban industrial department represented by modern production methods, which can promote full employment⁹. In the context of expanding industrial capital, the demand for labor in the development of industrialization and urbanization increases gradually. Therefore, rural labor force continuously flows from rural areas and agricultural sectors to urban and industrial sectors. However, when the marginal productivity of agricultural and industrial sectors is at the same level, there will be saturation of labor migration, no longer transfer or even disappearance of surplus

rural labor, and social and economic development will be in a higher stage. Based on two different perspectives of labor mobility and industrial differentiation, the theory of labor mobility explains the phenomenon of rural labor migration to cities and developed areas for a long time, and also provides a theoretical explanation for the phenomenon of two-way employment and mobility of rural labor in recent five years, which also explains the starting point of the problem of new professional farmers.

The development of social economy and the optimization and upgrading of industrial structure not only promote the flow of labor, but also change the resource endowment of rural society, which leads to the replacement of labor by capital and promotes the healthy development of industrial structure and economic organization. In China, a large number of rural surplus labor force flows to cities, which reduces the total amount of rural labor force, resulting in a serious impact on the original labor-intensive industries due to the rising price of factors in the labor market, and the lack of labor factors leads to the phenomenon of

"labor shortage". Affected by the role of factor markets price adjustment mechanism and the influence of social division of labor, the original labor-intensive and resource-intensive industries in villages and towns have been gradually transformed and upgraded to improve the factors of production such as technology and capital, and new types of industries such as capital and technology-intensive industries have emerged. As a result, the local industrial structure has been optimized, the rural industries have a fine division of labor, and traditional agriculture has been continuously transformed into modern agriculture. With the transformation of rural and township industries, the modernization of rural areas and the diversified development of modern agricultural economy, a large number of new professional farmers with high cultural level and professional ethics are urgently needed, and their ability to absorb labor is becoming stronger and stronger, gradually attracting more migrant workers to return.

The "two-way" flow of labor force is the practical path for the cultivation of new professional farmers.

The flow of rural labor force from rural to urban liberated the surplus labor force from the land, which made them gradually get rid of the thought of small-scale peasant economy, integrate into modern production and life style, and have a strong concept of modernization. Figure 1 shows that with the generation of rural surplus labor force, most of them began to move to the cities under the influence of economic income and public services, and only a small part of them moved inside the rural agriculture, mainly reflected in the one-way flow from the rural areas to the cities, making rural production factors flow to cities but indirectly improving the labor force's ideological concepts, production capacity and cultural quality, which makes farmers' income increase, their enthusiasm for production increase and their concept of modern production become stronger and stronger.

The rural labor flows bi-directionally in the "countryside-city-countryside", transforming the surplus labor force resources into the powerful

human capital, and providing the rich human capital and the production essential factor for the rural vitalization and the modernization agriculture. With the development of social economy, especially the reform of rural social structure and the development of modern agriculture, the rural labor force in our country have gradually "returned", thus showing the phenomenon of "two-way" flow of rural labor force. In this context, not only can the land circulation continue to be strengthened, but also the labor force (migrant workers, rural college students and veterans) "affected" by the city's modern life and mode of production can be promoted to return to the countryside and become the main target for the cultivation of new professional farmers. They not only have more advanced ideas and modern concepts and strong innovation ability, but also can put the abilities learned in urban departments into rural construction, especially rural college students, rural entrepreneurial experts and retired soldiers, who can convert higher cultural quality, rich scientific and technological knowledge and other human capital into factors of production, and can quickly integrate into the cultivation of new professional farmers and invest in the construction of agricultural modernization and rural revitalization and development.

Promoting Human Capital is the Method Requirement for Cultivating New Professional Farmers

Realizing the transformation from the advantages of population resources to human capital of farmers

Schultz believes that human resources are the most important resource among all resources, and the core of human capital is to improve the quality of population and turn the advantage of population resources into the advantage of human capital¹⁰. Many studies have proved that the growth rate of farmers' economic income and the development of rural diversified economy are mainly affected by the level of farmers' human capital, so strengthening vocational education and training for farmers to become new professional farmers can

transform the huge rural human resources into human capital advantages. The cultivation of new professional farmers is based on the "three rural" problems that need to be solved urgently at present. According to the requirements of the strategic policy of rural revitalization, relying on the advantages of agricultural industry, efforts should be made to improve farmers' cultural level, raise their awareness of modernization and market, and strengthen their professional and technical ability and agricultural industry management ability, so as to enable them to master modern agricultural production, sustainable development, cultural production, modern legal awareness and professional enrichment, to improve their cultural level, learning ability, working methods and working efficiency, thus developing rural human resources, improving the knowledge, intelligence and skills of rural labor force, and improving the stock of rural labor force's human capital. Only the deep development and excavation of rural human capital can transform the rich rural human resources into strong advantages of human capital, promote farmers to get rich and increase their income, enhance the sense of social respect, and transform the vast rural labor force into the talent supporting force to promote rural revitalization and modern agricultural development.

Cultivating the main force of modern agriculture

Increase investment and cultivate the main force of modern agriculture. According to Schultz's human capital theory, education investment is the main part of human capital investment, and the relationship between market supply and demand is the basis of education investment in human capital¹¹. In the process of transformation and development of modern agriculture, the introduction of modern factors of production requires investment in human capital of farmers through increasing education, training and improving health level, and the cultivation of a new team of professional farmers. Modern agriculture is a market-oriented agriculture, and the management entities that will dominate China's

agriculture in the future are already changing, which are mainly embodied in the new types of agricultural businesses, such as farmers' cooperatives, large production and operation households, family farms and leading enterprises, which exist in the form of organizations, and the new types of professional farmers, which exist in the form of individuals. As the management organization form of new agricultural industry, the new types of agricultural businesses are the carrier and cell wall for cultivating new professional farmers, who are not only the main body of modern agricultural development, but also the basic constituent unit and attached cell of this carrier and cell wall, which are positively related to promote the development of modern agriculture together. Therefore, the effective way to realize agricultural modernization and improve the market competitiveness of agricultural products is to vigorously promote the integration and development of new professional farmers and new types of agricultural businesses, and build an agricultural management system. Therefore, the effective measures to cultivate the main force of modern agricultural development include: promoting investment to continuously tilt towards rural vocational education and basic education relying on the existing agricultural business entities and aiming at the market demand gap, actively developing farmers' vocational education and training, focusing on the leaders of various new agricultural business entities, employees and returning rural laborers, selecting reasonable training majors and contents, implementing precise cultivation, and expanding the ranks of new professional farmers, so as to cultivate a strong main force for new agricultural business organizations and modern agricultural development, and accelerate the realization of rural revitalization and modern agricultural transformation¹².

Enhancing the sense of belonging of new professional farmers

Strengthening the sense of belonging of new professional farmers can make farmers take root in

the countryside and ensure the successors of modern agriculture. The theory of human capital involves the core issue of economics. Promoting rural human capital plays a far greater role in increasing farmers' income, promoting rural economic growth and promoting the development of modern agriculture than material capital, and human capital investment is directly proportional to national income. Both the rural left-behind labor force and the urban migrant workers grow up in the countryside with special feelings for the countryside and the land cultivated for generations, most of them have to move to the cities to get high income only because of the limited living conditions and low income in the countryside. Moreover, due to the restriction of household registration and the influence of consumption level, most of the migrant workers in the city for a long time are difficult to enjoy public social services, and have low sense of happiness and belonging. After educating and training farmers to become new professional farmers through the development of rural human resources, not only the human capital is improved, that is, they can not only get higher income in rural areas, but also move freely as a profession. Engaging in an agricultural production operation is the result of the joint action of self selection and market choice, both for local or non local farmers who are able to have plenty of time to accompany their families and enjoy fresh air and comfortable environments in the countryside.

Realizing the Balance between Supply and Demand is the Source of Vigor for Cultivating New Professional Farmers

The rapidly changing rural social structure has spawned new professional farmers

Before China's social and economic development entered the new normal, China's rural labor force remained surplus for a long time, i.e. the supply of labor force exceeded the demand in the agricultural sector. However, with the expansion of industrial capital, there is a shortage of labor in the urban industrial sector, which is in urgent need of a large supply of labor. Therefore,

under the dual economic structure, the balance of the labor force gradually inclines from the countryside to the city, and the rural labor force flows to the urban industrial sector. With the continuous improvement of China's social and economic development level, the demand for labor in urban industrial sectors has shrunk or even reached saturation, and the rapid changes in rural social structure and the development of modern agriculture have led to the fact that the existing rural labor force can no longer meet the needs of rural and agricultural development in the new era, and the rural labor force is gradually returning. At this time, the demand for rural labor (especially in the modern agricultural sector) is greater than the supply. In addition, due to the long-term outflow of rural labor and the influence of education, China's agricultural development is facing the danger of no successor, and there is a serious time lag between the supply and demand of new rural labor. Therefore, the state has issued policies to vigorously promote the construction of new professional farmer cultivation project to provide personnel support for the revitalization of the countryside and the development of modern agriculture.

Government policy promotion is the core to solve the time lag between supply and demand of new professional farmers

The equilibrium state of supply and demand and the optimal effect achieved by this equilibrium state are proposed in the equilibrium theory of supply and demand¹³. And in real life, there is a time lag between supply and demand (i.e. demand is random and changes at a relatively fast speed, but in reality it takes a period of time for the supply of labor to change). To solve this contradiction, in addition to investing advanced technology or equipment elements to replace human labor, improve labor productivity and prolong workers' working hours to reduce short-term demand, the active promotion of government support policies is a powerful measure to promote the dynamic equilibrium of the labor market. Agriculture is a basic industry, and the cultivation

of new professional farmers is a basic project with obvious sociality and public welfare. Therefore, on the one hand, the government should improve the policy guarantee system and cultivation mechanism as soon as possible, continuously increase investment in technology and finance, strengthen the construction of rural social public services, deepen the reform of land system, and explore the "separation of powers" and withdrawal mechanism of rural land to create a good environment for the cultivation of new professional farmers; on the other hand, it is necessary to establish a cooperation platform between government, schools and enterprises, reasonably guide social public welfare resources and private education, actively integrate educational resources, and establish a multi-disciplinary training system to provide maximum synergy for the development of farmers' vocational education and training. Moreover, the government shall strengthen the cultivation quality supervision and social propaganda in the process of cultivating new professional farmers to ensure the rapid and healthy development of the cultivation of new professional farmers.

The goal of balanced supply and demand guides the diversified cultivation direction of new professional farmers

Under the strategy of rural revitalization, developing modern agriculture and accelerating the cultivation of new professional farmers are faced with two contradictions between supply and demand. One is the contradiction that the supply of new professional farmers in rural market is insufficient to meet the needs of modern agricultural production, and the other is the contradiction of imbalance between supply and demand of training in the process of cultivating new professional farmers. According to the estimation of the Ministry of Agriculture, China needs about 100 million new professional farmers according to the actual conditions of the country, including 30 million for production and operation type, 60 million for professional skills and 10 million for social services. However, there are

only 15 million people in supply and export. Therefore, according to the equilibrium theory of supply and demand, in order to achieve the optimal state of promoting the development of modern agriculture and meet the needs of the new professional farmers' aggregate demand and the revitalization of rural development, the cultivation shall be based on the source and type of new professional farmers. Different types of farmers have different training needs and motives, different cultivation contents and different cultivation directions, so they should be cultivated in different levels, objects and regions. For large farmers specializing in planting, breeding, agricultural machinery and large farmers' cooperatives, attention shall be paid to the education of basic knowledge and skills such as policies and regulations, agricultural management ability, agricultural information and marketing, so as to cultivate new professional farmers of management type. For the majority of ordinary farmers, agricultural workers, agricultural employees and other subjects whose main goal is to increase income, attention shall be paid to the education of practical production skills and professional knowledge such as planting, breeding and processing, so as to cultivate new professional farmers of professional skill type. For the subjects such as agricultural workers, rural information workers, horticulturists, village-level animal epidemic prevention workers, and agricultural product brokers, attention should be paid to professional and technical education and training such as information service, epidemic prevention and disaster prevention, so as to cultivate new professional farmers of social service type¹⁴.

CONCLUSIONS

Theory, as the basis of explaining behavior, is a practical philosophy. The theoretical and logical support system for the cultivation of new professional farmers in the new era and its innovative development are the ways to correctly think about and guide the practical behavior of the cultivation of new professional farmers. The demonstration of the relevance of the relevant

theories and practices in the cultivation of new professional farmers is the fundamental factor that decides the further development of the cultivation research, and can also generate a strong push to the cultivation practice of new professional farmers. There is a long way to go to cultivate new professional farmers in tobacco planting industry in China. Especially in the new era, the rural revitalization strategy puts forward new requirements for the cultivation of new professional farmers in tobacco planting industry and the development of rural vocational education, and provides unparalleled opportunities for the cultivation of new professional farmers, so the cultivation of new professional farmers faces great opportunities and severe challenges in the future. Realistic opportunities and challenges promote the theoretical innovation of cultivating new professional farmers, and also prompt them to respond to practical problems and difficult problems of the times in a timely manner. The theoretical logic of the cultivation of new professional farmers in tobacco planting industry is an inherent requirement to improve the quality and efficiency of cultivation. To promote the cultivation project of new professional farmers in the new era, it is necessary to improve the practical ability, continuously optimize the cultivation methods and paths, and promote the sustainable development of the cultivation of new professional farmers under the guidance of theoretical analysis. It is planned that through this research, we will vigorously promote the development of tobacco farming in the process of industrialization of the county economy, thereby the income growth of new professional farmers engaged in tobacco farming and the promotion of the transformation and upgrading of the county's economic structure would be realized.

Author Declaration

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