Research on the Development Path of Agricultural Circular Economy under the Background of Rural Revitalization—A Case Study of Anji County

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Abstract. This paper focuses on the integration relationship between rural revitalization and agricultural circular economy, sorts out the theoretical basis, analyzes the empowerment mechanism of rural revitalization from four dimensions: policy, talent, market, and governance, and explores the coordinated development path by comparing the current situation at home and abroad and taking Anji County as a case. The research shows that the rural revitalization strategy provides institutional guarantee and resource support for agricultural circular economy by building a multi-dimensional support system; agricultural circular economy effectively solves the problems of resource waste and environmental pollution, realizing the unity of economic, ecological and social benefits; Sino-foreign circular agriculture has commonalities in goals and drivers, but significant differences in driving methods, technical maturity and subject participation; foreign experience can provide reference for domestic market-oriented transformation; the practice of "policy coordination + mechanism innovation + technology empowerment" in Anji County has verified the feasibility of large-scale development of circular agriculture. This study constructs a "theory-mechanism-case" analysis framework, clarifies the coupling logic between the two, and provides theoretical support and practical reference for various regions to promote the in-depth integration of the two.

Keywords: rural revitalization, agricultural circular economy, Anji Model

1. Introduction

Exploring the in-depth integration path of rural revitalization and agricultural circular economy is of great theoretical and practical significance for addressing the issues concerning agriculture, rural areas, and farmers (Three Rural Issues) and promoting the sustainable development of agriculture and rural areas. At present, the rural revitalization strategy, as the overall strategy to solve the Three Rural Issues, is driving the modernization transformation of agriculture and rural areas. However, the traditional agriculture is facing problems such as low resource utilization rate and environmental pollution, which urgently require circular economy models to provide solutions; at the same time, the state has successively issued policies such as the National 14th Five-Year Plan for Agricultural Green Development, clearly requiring to improve the comprehensive utilization level of agricultural

waste, laying a policy foundation for the integration of the two. This paper focuses on the internal connection between the two, analyzes the empowerment mechanism from four dimensions: policy-driven, talent support, market demand pull, and grassroots governance, and explores the coordinated development path and puts forward optimization suggestions by comparing the current development situation at home and abroad and taking Anji County as a typical case.

The marginal contributions of this paper are mainly reflected in three aspects: first, constructing a complete "theory-mechanism-case" analysis framework, systematically decomposing the four major empowerment mechanisms of rural revitalization on agricultural circular economy, and making up for the shortage of existing research on the discussion of multi-subject collaborative effects; second, accurately capturing the practical contradictions and challenges of agricultural circular economy in combination with the 2025 economic recovery trend and the food security priority policy, enhancing the timeliness and practical pertinence of the research; third, extracting the practical experience of "policy coordination + mechanism innovation + technology empowerment" through the comparison of Sino-foreign development models and the empirical study of typical county cases, providing an operable reference paradigm for different regions to promote the in-depth integration of the two.

The remaining content of this paper is arranged as follows: the second part sorts out the theoretical basis, the third part analyzes the influence mechanism, the fourth part analyzes the current situation and challenges, the fifth part conducts a detailed case study, and finally puts forward conclusions and suggestions.

2. Theoretical basis

2.1. Theoretical basis of agricultural circular economy

The core connotation of circular economy is the efficient recycling of resources. Existing studies have pointed out that the material recycling model of "resources-products-renewable resources" is the essential feature that distinguishes circular economy from traditional economy [1]. It is not only an economic development model, but also emphasizes the coordinated unification of economic growth, environmental protection and social sustainable development through technological innovation, system improvement and the transformation of consumption concepts.

Nowadays, agricultural circular economy has gradually become a trend and trend of agricultural development in the world, and has become the choice of agricultural development strategy in the 21st century. Agricultural circular economy is an ecological economy. It refers to a sustainable development model in the process of agricultural production, processing and consumption, which follows the principles of "reduce, reuse, recycle", realizes the efficient recycling of agricultural resources, reduces environmental pollution, and improves agricultural economic benefits through methods such as the combination of planting and breeding, waste transformation, and industrial chain extension. There are three main models of agricultural circular economy: large-scale agricultural development model, ecological restoration development model and waste reuse model [2]. The three models of large-scale agricultural, waste reuse and ecological restoration do not exist independently, but take "resource circulation" as the core link, presenting a close relationship of "basic support, functional complementarity and coordinated symbiosis", and jointly serving the overall goal of agricultural circular economy.

The theory of agro-ecological economic system is the theoretical basis of agricultural circular economy [3]. The agro-ecological economic system is a complex system composed of agricultural ecological system, agricultural economic system and rural social system. These three subsystems do not exist independently, but form an organic whole through the circulation of materials, the

transmission and transformation of energy, and the exchange and sharing of information. Among them, material circulation is the key foundation for the realization of agricultural circular economy—in this system, materials can continuously complete circular flow through different paths such as physical changes, chemical reactions and biological metabolism, providing the underlying support for the operation of agricultural circular economy.

2.2. Theory of rural revitalization strategy

Rural revitalization is the overall national strategy to solve the Three Rural Issues, with the core of realizing "strong agriculture, beautiful countryside and wealthy farmers". Its overall goal is to modernize agriculture and rural areas, build a countryside with prosperous industries, livable ecology, civilized rural customs, effective governance and affluent life, and enable farmers to live a modern and civilized life.

Rural revitalization is closely related to the modernization of agriculture and rural areas with the same goals, and both are unified in the practice of solving the Three Rural Issues and promoting the integrated development of urban and rural areas. Among them, rural revitalization is the overall strategy and path to realize the modernization of agriculture and rural areas, providing a systematic framework for the advancement of the modernization of agriculture and rural areas; while the modernization of agriculture and rural areas is the core goal and important symbol of rural revitalization. The effectiveness of rural revitalization ultimately needs to be tested by the realization degree of the modernization of agriculture and rural areas. Driving rural modernization with agricultural modernization is the ultimate destination of the rural revitalization strategy, which is a specific manifestation of this core goal [4]. To accelerate the coordinated advancement of the two, deepening rural reform is one of the paths of the rural revitalization strategy, which can effectively remove the institutional and mechanism obstacles restricting the development of agriculture and rural areas, inject momentum into agricultural transformation and rural construction, and help the implementation of rural revitalization and the modernization of agriculture and rural areas.

3. Analysis of the influence mechanism of rural revitalization on the development of agricultural circular economy

3.1. Policy-driven

The innovation of fiscal policies and green financial tools is building a new type of resource guidance mechanism to provide support for the sustainable transformation of agriculture [5]. First, fiscal policies play a direct guiding and bottom-line role. Through the establishment of special funds such as pilot projects for waste resource utilization and the implementation of tax reduction and exemption policies such as value-added tax and corporate income tax, the government has accurately reduced the initial and operational costs of circular agricultural subjects. Second, green finance provides key market-oriented financial support. Through tools such as green credit and bonds, green finance provides key long-term low-cost funds for the research and development of new technologies spawned by circular economy, effectively alleviating the capital bottleneck faced by enterprises during the long research and development cycle and large investment, and accelerating technological transformation and industrial upgrading.

3.2. Talent support

Agricultural science and technology talents are the core driving force of circular economy, and the talent going to the countryside policy provides institutional guarantee for activating this driving force. First, the state improves the talent supply system through institutional design. By providing establishment inclination, living subsidies and preferential treatment in professional title evaluation for grass-roots scientific and technological talents, and carrying out regular training, it ensures that professional talents can be "attracted, retained and well-used". Second, scientific and technological talents focus on core technical bottlenecks to provide R & D support. Relying on policy orientation, talents focus on key tasks such as "resource utilization of livestock and poultry manure" and "comprehensive utilization of crop straw", research and promote key technologies with strong adaptability, and solve the practical problems of difficult agricultural waste treatment and low resource utilization rate. Finally, the coordinated implementation of policies and talents forms a closed-loop effect. Through effective mechanisms such as "science and technology commissioners", talents go deep into the grass-roots level to combine technologies with local production, and timely feed back practical needs, forming a virtuous cycle of "policies guarantee talents—talents promote technologies—technologies feed back industries".

3.3. Market demand pull

The improvement of residents' health awareness has brought about an explosive demand for green and organic agricultural products, driving agricultural circular economy through the transmission path of "market expansion—model transformation—technological innovation—policy escort". First, the demand explosion has laid a solid market foundation for circular agriculture. The market signal of "high quality and high price" provides clear profit expectations and fundamental motivation for producers willing to adopt circular models. Second, market signals force the acceleration of production model transformation. To respond to market demand, the production side is guided to shift from an extensive model pursuing output to a circular model focusing on efficient resource utilization. Finally, the coordination of technology and policies provides continuous guarantee for the model. Technologies such as the Internet of Things and blockchain have improved production efficiency and consumer trust; the government has effectively reduced the access threshold and operational costs of producers through policy tools such as organic certification subsidies and agricultural carbon trading pilots.

3.4. Grassroots governance

Grassroots governance combines "policy implementation" with "adapting to local conditions", providing key initial guidance and operational guarantee for circular economy. First, grassroots governance removes initial obstacles for model landing. Grassroots organizations smooth the "last mile" of policies, decompose national subsidies and rewards into local implementation rules, and introduce technologies and connect loans for farmers, solving the initial problems of "lack of technology and funds". Second, rural governance finds the best adaptation path based on local advantages. Combined with local resource endowments, it designs adaptive schemes such as underforest three-dimensional planting and breeding, and often organizes farmers to participate in groups through cooperatives to reduce individual operational costs. Finally, the two work together to ensure the stable operation of the circular model. On the one hand, it adheres to the bottom line of environmental protection by establishing a supervision mechanism and providing technical

guidance; on the other hand, it uses the advantages of an acquaintance society to resolve operational contradictions, such as "calculating long-term accounts" through village councils and incorporating ecological protection into village regulations and people's conventions to gather broad consensus on action.

4. Current situation and challenges of agricultural circular economy development

4.1. Current situation of agricultural circular economy development

Domestic agricultural circular economy has formed a development pattern of "policy-driven, pilot-led and model innovation". First, the policy system is continuously improved. The central government has incorporated it into the rural revitalization strategy, issued documents such as the National 14th Five-Year Plan for Agricultural Green Development, and clarified the comprehensive utilization rate targets of livestock and poultry manure (80%) and crop straw (85%); local governments have implemented measures such as special subsidies, "zero-waste agriculture" pilots and the establishment of demonstration bases. Second, technology application covers the entire industrial chain. At the planting end, technologies such as straw returning to the field and soil testing and formulated fertilization have been popularized (over 60%); at the breeding end, the supporting rate of manure treatment facilities exceeds 90%, and biogas and organic fertilizer technologies have been applied on a large scale; at the processing end, the feed utilization and fuel utilization of byproducts have been gradually promoted. Finally, typical models are constantly emerging. Models such as "planting-breeding-processing" circulation, "agricultural-photovoltaic complementarity" and "ecological circular agricultural parks" have been formed, providing replicable regional experience.

Foreign agricultural circular economy started early and has a mature system, forming a long-term mechanism of "legal guarantee, technology integration and market-driven", which is significantly different from domestic ones. First, foreign countries have obvious core advantages. One is a sound legal system, such as the mandatory supporting of Germany's Circular Economy Act, the life cycle management of Japan's Basic Act for Promoting the Formation of a Sound Material-Cycle Society, and the tax reduction and exemption of the United States' Farm Bill. The second is high technology integration, such as precision agriculture in the Netherlands, waste energy utilization in Denmark and "zero-waste" farms in France. The third is mature market-oriented operation, such as Germany's benefit-sharing chain and Japan's mechanism of forcing farmers to participate through traceability. Second, from the perspective of Sino-foreign comparison, the commonalities lie in the goals (efficient resources and pollution reduction) and the dual drive of "policy + technology"; the differences are reflected in: first, the driving method, domestic is mainly "strong policy-driven", while foreign is "legal mandatory + market guidance"; second, technical maturity, foreign high-end technology has high integration, while domestic traditional technology accounts for a high proportion; third, subject participation, foreign countries have formed a complete interest chain, while domestic farmers and consumers have weak participation motivation. Finally, foreign experience provides clear reference. China should improve special laws and regulations, learn from their market-oriented operation models, build interest linkage mechanisms; strengthen the introduction of high-end technologies and local adaptation, and promote the transformation to "policy + market dual drive".

4.2. Challenges facing the development of agricultural circular economy

Combined with the 2025 economic situation, agricultural circular economy is facing challenges such as insufficient policy adaptability and limited resource investment. First, the food security priority policy has intensified resource competition. The 2025 Central No. 1 Document focuses on "grain per unit yield" and "production capacity improvement", emphasizing expanding grain and oil planting and stabilizing chemical fertilizers. This leads to conflicts in land resources between circular agriculture and grain planting, such as the delayed approval of land for manure treatment facilities, and the obstruction of organic fertilizer substitution due to concerns about short-term output, forming tension with the goal of "30% reduction in chemical fertilizers". Second, the accuracy of fiscal support is insufficient during the economic recovery period. In 2025, local fiscal pressure is relatively large, and the implementation of subsidy policies is compromised. At the same time, the subsidy threshold is high (such as 30 mu of land and supporting agricultural machinery), making it difficult for a large number of small and medium-sized subjects to enjoy policy dividends. Due to insufficient grass-roots fiscal support for technical training policies, the "last mile" problem of technology promotion is prominent. Finally, the policy is not well adapted to market demand. Current policies focus on production-side control (such as waste treatment rate), and there is insufficient market incentive for circular agricultural products. In 2025, the certified area of organic agricultural products will reach 20 million mu, but due to the lack of a unified traceability and premium mechanism, consumers' recognition is low, and the operating subjects "find it difficult to convert ecological benefits into economic benefits", resulting in frustrated enthusiasm. This imbalance of "strong policy guidance and weak market response" has exacerbated the investment recovery pressure of projects during the economic downturn.

5. Case study

5.1. Specific practice of agricultural circular economy under rural revitalization: a case study of Anji County

As the birthplace of the core concept of "Lucid waters and lush mountains are invaluable assets", Anji County has become a benchmark typical area showing how the rural revitalization strategy and agricultural circular economy can be deeply integrated [6]. The core foundation for its successful practice can be reflected in three key aspects: first, it has unique ecological and agricultural resource endowments. The county has 870,000 mu (1 mu \approx 0.0667 hectares) of moso bamboo forests, and once created 20% of the national bamboo industry output value with only 1.8% of the national bamboo forest area. At the same time, it has carefully cultivated characteristic agricultural industries such as Anji white tea, grain and oil, and livestock and poultry. These abundant natural and agricultural resources have jointly provided a solid material foundation for the diversified development of circular economy. Second, the policy positioning of top-level design is very clear. Relying on the solid implementation foundation of the "Ten-Thousand-Village Improvement Project", Anji County has successively been rated as a national pilot county for agricultural green development and a national demonstration county for the control of agricultural non-point source pollution, clearly elevating agricultural circular economy to the core starting point of rural industrial revitalization. Finally, its industrial development foundation is particularly solid. In 2024, the online sales of agricultural products in the county reached 2.26 billion yuan, and the total output value of leisure agriculture and rural tourism had exceeded 4.6 billion yuan by 2020. These large-scale

industries have jointly provided strong industrial support for the efficient landing of circular economy.

5.2. Specific practices

5.2.1. Policy and implementation path

Taking "policy coordination" as the core, Anji County has built a three-dimensional support system, forming a comprehensive institutional guarantee [6]. First, clarify the leading direction through top-level planning. Compile documents such as the Anji County High-Efficiency Ecological Agriculture Development Plan, divide the county into three major green development functional areas, and clarify development priorities and differentiated paths. Second, formulate special policies to achieve precise efforts. Issue documents such as the Anji County "Two-System Reform of Fertilizers and Pesticides", with supporting formulated fertilizer subsidies of 3 million yuan, straw storage and utilization subsidies of 900,000 yuan, and investment of 3.05 million yuan in waste recycling funds in 2024 to ensure the effective operation of key links. Finally, establish a standard system to regulate development. Formulate standards such as the Operational Procedures for the Production of Green Raw Materials of Anji White Tea, establish an information-based supervision system for agricultural materials, and strictly implement the real-name system for the purchase of chemical fertilizers and pesticides and the quota system for application.

Anji County promotes the implementation of practices through a three-dimensional path of "planning-technology-supervision": first, integrate resources through scientific planning. Relying on the "Two Mountains Cooperative", realize the "zero deposit and lump sum withdrawal" of ecological resources, collect and store more than 840,000 mu of moso bamboo forests and more than 380 idle farm houses, and integrate them into large-scale circular utilization carriers. Second, adhere to technology empowerment to promote technological upgrading. Invite academician expert teams to settle in, promote technologies such as microbial fermentation and water-fertilizer integration, build an intelligent application platform for bamboo forest carbon sinks, and realize the whole-process intelligent management of carbon sinks. Third, strengthen the supervision network to ensure full-process escort. Establish a three-level grid-based management and control system for agricultural inputs at the county, township and village levels, implement the "one station and three members" management model, and achieve full coverage of operating subjects and supervision matters.

5.2.2. Core models and main characteristics

Anji County has explored a variety of core models in practice and formed distinct characteristics: first, the "bamboo forest carbon sink + trading" model. Take the lead in establishing a national county-level bamboo forest carbon sink storage and trading platform, build a closed loop of "forest land transfer—carbon sink storage—platform trading—benefit feedback", with a total carbon sink storage of 140,000 tons and a trading volume of 3.836 million yuan. Second, the "whole-chain waste recycling" model. Promote the straw "14420" utilization model, with the comprehensive utilization rate of straw reaching 96.3% in 2024; set up 80 agricultural waste recycling points, with the recovery rate of pesticide packaging reaching 95%. Finally, the "circular planting and breeding + integration of agriculture and tourism" model. For example, Nonggengle Company has built an ecological circular demonstration base, realizing the closed loop of breeding tail water

"sedimentation tank—aeration tank—ecological purification tank—farmland irrigation", and simultaneously developing the parent-child leisure industry.

Its characteristics are reflected in two major highlights: first, the innovation of ecological asset monetization. Through the "Two Mountains Cooperative", solve the problem of "difficulty in trading and monetization" of ecological resources, and convert bamboo forest carbon sinks into economic benefits, such as donating 21,000 tons of carbon sinks to the Hangzhou Asian Games Organizing Committee. Second, the improvement of the interest linkage mechanism. Implement the "two participations and three incomes" model, where farmers invest in bamboo forest management rights to obtain guaranteed rent, value-added income and management wages, driving 51,000 forest farmers to increase their income by 6,500 yuan per household on average.

5.2.3. Development effects and experience enlightenment

5.2.3.1. Development effects

The agricultural circular economy in Anji County has achieved remarkable results, realizing the coordinated improvement of ecological, economic and social dimensions, and forming a pattern of "equal emphasis on development and protection, and win-win results of benefits and people's livelihood": first, outstanding ecological effects, with the dual improvement of environmental quality and resource utilization efficiency. In 2024, the coverage rate of soil testing and formulated fertilization reached 94%, the use of chemical fertilizers and pesticides decreased, the comprehensive utilization rate of straw was 96.3%, the recovery rate of pesticide packaging was 95%, and 870,000 mu of moso bamboo forests fixed 339,300 tons of carbon annually, reducing nonpoint source pollution and building an ecological barrier. Second, brilliant economic effects, with strong income-increasing capacity driven by circular industries. The annual output value of the bamboo industry is 19 billion yuan, the online sales of agricultural products in 2024 were 2.26 billion yuan, and the annual number of tourists received by leisure agriculture exceeded 10 million. The collective assets of Lujia Village increased from 300,000 yuan to 200 million yuan, the single dividend of bamboo forest carbon sinks in Shuangyi Village was 3.3475 million yuan, the annual income of bamboo forest carbon sinks in the county was nearly 15 million yuan, and the average income of 167 village collectives increased by 1 million yuan, realizing the transformation of ecological value into economic value. Finally, significant social effects, with the simultaneous advancement of rural revitalization and governance capacity. Dali Village and other villages have created more than 300 jobs through circular industries, and more than 85% of the villagers are employed at their doorsteps. Lujia Village has built a 4.5-kilometer circular village scenic line to realize the transformation into a scenic area. At the same time, farmers' awareness of ecological protection has been improved, and the proportion of active participation in waste recycling and bamboo forest management has exceeded 90%, promoting the optimization of rural governance efficiency.

5.2.3.2. Experience enlightenment

The practice of Anji County provides three inspirations for the development of agricultural circular economy under the background of rural revitalization. First, policy coordination is the foundation. It is necessary to build a multi-level system of "planning + policies + standards", and solve the problem of high initial investment in circular economy through special subsidies and precise guidance. For example, Anji County's subsidies for reducing fertilizers and pesticides and waste

recycling directly stimulate the enthusiasm of subjects [7]. Second, mechanism innovation is the key. It is necessary to establish an ecological value transformation mechanism and a benefit-sharing mechanism. The "Two Mountains Cooperative" and the "two participations and three incomes" model realize the transformation of ecological benefits into economic and social benefits, building a platform for small farmers to participate in circular economy [5]. Finally, technology empowerment is the support. It is necessary to promote the integration of technological innovation and digitalization. The application of the intelligent bamboo forest carbon sink platform and precision agriculture technology has greatly improved the operational efficiency and traceability of circular economy, providing guarantee for large-scale development.

6. Conclusions and suggestions

This paper focuses on the internal connection between rural revitalization and agricultural circular economy, systematically sorts out the theoretical basis of agricultural circular economy and rural revitalization strategy, deeply analyzes the four empowerment mechanisms of rural revitalization on agricultural circular economy from the dimensions of policy-driven, talent support, market demand pull and grassroots governance, conducts a comparative analysis of the commonalities and differences between the current development situation at home and abroad, and verifies the feasibility of the practical path of "policy coordination + mechanism innovation + technology empowerment" with Anji County as a typical case. The research conclusions show that the rural revitalization strategy provides systematic institutional guarantee and resource support for agricultural circular economy. The two form a virtuous interaction through "strategic guidance mechanism linkage—practice landing". Agricultural circular economy is not only an effective path to solve agricultural resource waste and environmental pollution, but also a key starting point to promote agricultural industrial upgrading, increase farmers' income and improve rural ecology, realizing the coordinated unification of ecological, economic and social benefits. The core value of this study lies in constructing a complete "theory-mechanism-case" analysis framework, clarifying the coupling logic between rural revitalization and agricultural circular economy, providing theoretical support for the in-depth integration of the two, and the practical experience of Anji County providing a replicable and promotable practical reference for different regions to promote agricultural circular economy.

Based on the research conclusions and current development challenges, the following policy suggestions are put forward: first, optimize the policy coordination system, balance food security and circular agricultural development, simplify the application conditions for circular agricultural subsidies, expand the coverage of benefits to small and medium-sized farmers, establish a two-way mechanism of "production-side support + market-side incentive", and improve the traceability and premium guarantee system for circular agricultural products; second, strengthen talent and technical support, increase fiscal investment in circular agricultural technology training in remote areas, promote the local adaptation of foreign high-end technologies such as precision agriculture and the Internet of Things, and improve the long-term docking mechanism between science and technology commissioners and grass-roots practice; third, deepen the innovation of grassroots governance and market mechanisms, encourage each village to design differentiated circular models based on resource endowments, gather ecological consensus through village regulations and people's conventions, build a "farmer-cooperative-enterprise" benefit-sharing platform, learn from foreign market-oriented operation experience, and activate the participation motivation of multiple subjects. This study still has shortcomings: it does not conduct quantitative analysis on the adaptability of rural revitalization and agricultural circular economy in different regions such as plains,

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mountainous areas and coastal areas, does not discuss the long-term impact of market demand fluctuations in depth, and does not fully combine the latest policy backgrounds of digital economy and carbon peaking and carbon neutrality. In the future, cross-regional comparative empirical research can be further carried out, econometric models can be introduced to quantify the intensity of the role of various influencing factors, and at the same time, focus on directions such as digital technology empowerment, optimization of agricultural carbon trading mechanisms, and construction of cross-regional circular industrial chains to expand the depth and breadth of research.

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