

"The Sixth Industry" and Its Enlightenment To Chinese Rural Common Prosperity

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ABSTRACT

At present, China has entered the key stage to promote common prosperity, while rural common prosperity is very important in promoting common prosperity, so "the sixth industry" is naturally included in an important category to promote rural common prosperity. "The sixth industry" originated from Japan, expanded with South Korea, and gradually became an important way to think about modern agriculture in many countries including China. "The sixth industry" bases on the reality which agricultural development lags behind urban development, and it relies on government's planning and design, policy preference and financial support to promote integrated development among primary, secondary and tertiary industries in rural areas, enhance agricultural added value and scientific value to achieve rural revitalization's goal. So it is necessary to adhere to countryside's development orientation with industrial convergence to develop "the sixth industry" by government's macro guidance and financial policy support to construct Chinese modern agriculture mode by local agricultural industry and rural urbanization to promote rural revitalization, new urbanization, urban and rural integration in common prosperity.

Keywords: Rural farmers, The Sixth industry, Integration of primary, Secondary and tertiary industries, Common prosperity.

1. INTRODUCTION

Rural common prosperity is still a difficult thing in new development stage in China, and which also indicates it is important to promote common prosperity in rural areas. In recent years, Chinese agricultural development has gradually focused on primary, secondary and tertiary industries' integrated development which has been taken as an important plan in rural revitalization strategy, also it is similar to "the sixth industry" in foreign countries. Therefore, based on promoting "the sixth industry's" practical experience, this paper explores its enlightenment on promoting "rural common prosperity" in China to provide reference for solving Chinese "rural common prosperity".

2. "THE SIXTH INDUSTRY'S" CONNOTATION

"The sixth industry" was first proposed by Japanese scholars whose purpose was to break Japanese agricultural decline dilemma, and later

which was strongly promoted by the government. Since then, "the sixth industry" has been gradually promoted. South Korea put forward "agriculture's sixth industrialization" based on its reality, which expanded "the sixth industry's" practical connotation. Thus, it has a wide influence in many countries including China enriching "the sixth industry's" connotation.

2.1 Japanese "Sixth Industry" Model

This model is "the sixth industry's" first concept, which was put forward by Narayotomi Imamura, Tokyo University's honorary professor in 1996. It is not deduced from the "sequence" from the first industry to the sixth industry, but directly targeted at the agricultural industry. Based on agricultural decline background, income gap between urban and rural areas, and demand for high-quality agricultural products in Japanese agriculture in the 1970s, the model was recognized by Japanese government and strongly implemented through official guidance, which was called "the

sixth industry" model in theoretical circle. Imamura narayoshi pointed out that "the sixth industry" is the sum of primary, secondary and tertiary industries in rural areas ($1 + 2 + 3 = 6$) or the product of primary, secondary and tertiary industries ($1 \times 2 \times 3 = 6$). "1" refers to primary agricultural products; "2" refers to primary agricultural products' deep processing and new products' manufacture; "3" refers to transportation, sales and other related service links in transferring the primary and secondary industries' products from producers to consumers.[1]

2.2 South Korea's "Agriculture Sixth Industrialization"

In fact, South Korean model can be understood as Japanese model's expanded practice model. It has not made more breakthroughs in theory, but has cut into South Korea's agricultural elements in the field of practice, and has produced practical characteristics different from Japanese model. In July 2013, South Korea's Ministry of Agriculture, Forestry, Livestock and Food published a book entitled "agricultural sixth industrialization", which clearly defined "agricultural sixth industrialization" concept by the official voice, namely, "centering on farmers, relying on tangible and intangible resources owned by the countryside, It is an economic activity that creates new added value by integrating agricultural and specialty products (primary industry), manufacturing and processing industries (secondary industry), and service industries (tertiary industry) including distribution, sales, tourism, and leisure experience".[2]Therefore, "agricultural sixth industrialization" is South Korea's agricultural development predicament based in its rural landscape resources combined with sightseeing, tourism, leisure and so on, whose focus is to increase agricultural industry's added value.

2.3 "Sequential" Sixth Industry Model

The idea was brought out based on world industrial structure's rapid changes, since the traditional industry structure theory can't reflect the latest industrial convergence development, which certainly need improve industry division theory. The model was born on the basis of the traditional industry theory according to "order" in the industry, namely "access to natural resources industry (first industry); Industries that process natural resources and reprocess products (secondary industry); Industries that acquire and use information and

knowledge resources (quaternary industries); Industries that acquire and use cultural resources (the fifth industry); Traditional agriculture extends to the second and third industries (the sixth industry); Industries that provide services for the other five industries and social life (tertiary industry). [3] This division focuses on resources' type and its use breaking through traditional division by dividing into services segment, which has introduced a fourth industry and fifth industry to lead to "the sixth industry", whose emphasis is on industrial type.

To sum up, although there is still controversy over whether "sequential" sixth industry concept is established, its connotation is consistent, namely it must be on agricultural basis to promote the second industry and the tertiary industry's fusion development and promote agriculture to develop by promoting agricultural added value etc.

3. "THE SIXTH INDUSTRY'S" PRACTICAL CHARACTERISTICS IN JAPAN AND SOUTH KOREA

Agricultural primary industry has historical, regional, decentralized characteristics, so it can't get rid of natural conditions, such as soil, water, climate, temperature, light and so on; it cannot be separated from historical and cultural factors, such as planting methods, seed cultivation, irrigation methods, farming methods, agricultural culture and so on. Therefore, "the sixth industry" must be based on the primary industry's basis combining different regions, national conditions, history and culture, promote diversified of agriculture, forestry, animal husbandry, sidectory and fishery to develop a primary, secondary and tertiary industries suitable for local characteristics with scientific and efficient macro-management by government.

3.1 Constructing a Macro Plan To Guide "the Sixth Industry"

Government's macro guidance is premise to standardize "the sixth industry", which can avoid its disorder, repetition and blindness. Relatively speaking, government can accurately understand national agricultural development situation, regional factors such as characteristic, consumer demand, information flow and formulate feasible agricultural planning, namely "the sixth industry's" top design in which there are agriculture industry's global interests and long-term interests, unity with social comprehensive benefit and so on. Since 2008,

Japan has passed relevant laws and documents to guide "the sixth industry", Such as "countryside's mountain and fisherman's village's sixth industry development goal" "food, agriculture, rural basic plan" " countryside's mountain and fisherman's village's sixth industry industrialization policy implementation outline and so on, which provide guidelines for Japanese agriculture and institutional guarantee. South Korea has always attached great importance to government's macro-planning guidance for "the sixth industry". south Korean government has passed " countryside's mountain and fisherman's village's special development" law on the ministry product's cultivation processing industry and quality management" "law on food industry revitalization" " law on industries such as traditional wine" " law on food service industry revitalization" " law on the kimchi industry revitalization ", etc., which are used for "agricultural industrialization's" scope standard type, system design to provide a basic institutional guarantee for South Korea's "sixth industry". Through all levels of government's top design and macro-control management, they can not only avoid "the sixth industry's" disorder to realize rationality in the production, processing and sales, and reduce disorderly competition and confidence asymmetry caused product backlog, some problems such as wasting resources, also they can integrate resources' characteristics to explore diversified suitable product brand, and meet social needs.

3.2 Consolidating the Integration Among the Primary, Secondary and Tertiary Industries in Agriculture

"The sixth industry's" core goal is to enhance agricultural products, which cannot be separated from agricultural primary industry, but on agricultural primary industry's added value to extend or merge with the second and third industries. " The sixth industry" should not shake agricultural primary industry's foundation and endanger food security's core position, but should explore a new path for agricultural and rural development, which is "the sixth industry's" characteristic practice in Japan and South Korea. They Focused on agricultural primary industry's characteristics to achieve deep processing by scientific and technological means, cultural factors, characteristic planting structure, management services extending agricultural production chain to the processing field and the secondary industry, by expanding service industry with sales and other links to promote the first, second and third industry

chain's development; In extending the primary, secondary and tertiary industries, they can bring integrated development, such as tourism to realize agricultural population flow to secondary and tertiary industries changing traditional primary agricultural industry's regional basis. Japan makes good use of its resource advantages in local agricultural products and directly converts local agricultural raw materials into special products for sale through "local production elimination" method, which greatly improves agricultural resources' utilization rate and added value. At present, there are three main models: "One is origin processing, that is, using local agricultural products to develop agricultural and sideline products processing industry; The second is the origin direct sales, that is, by the origin production organization to establish their own outlets, cultivate their own agricultural products' characteristics and their own brands; The third is tourism consumption, that is, developing rural tourism. [4] It has rapidly promoted Japanese "sixth industry" and greatly improved agricultural primary industry's benefits. For example, "Agricultural Corporation's wild Vegetable Club " in Gunma Prefecture is "one-stop service" from "planting to processing to sales", and "the total income of each farmer is about 100 million yen per year". [5] South Korea rapidly promoted its "sixth industry" by establishing "rural composite Industrial area" to develop its agriculture, food processing, distribution, farm canteens, agricultural tourism and other integrated growth industries.[6]

3.3 Paying Attention to Capital Policy Support for "the Sixth Industry"

"The sixth industry" is an emerging comprehensive industrial form involving multi-fields, multi-resources, multi-departments and other cooperation, which is bound to face difficulties such as financial support, policy preference and human resources, as well as investment risks, failure of transformation and unpredictable consequences. These difficulties and problems will inevitably lead to enterprises' insufficient investment motivation, farmers' low enthusiasm in transformation, and slow transformation speed. Therefore, "the sixth industry" must rely on government's financial support and policy tilt, which is key element, but also its sustainable progress basis. In August 2013, South Korea set up a fund to promote "the sixth industry" with a total amount of 10 billion won, including 7 billion won from the government. [7] Japanese government also

set up "loan" and "subsidy" institutions for "the sixth industry" to support its development. For example, "Supporting institutions for industrialization of Agriculture, Forestry and Fishery's" Growth and "Fund for Industrialization of Agriculture, Forestry and Fishery's" Growth can provide "interest-bearing loans with different quotas according to different supporting enterprises and operating entities"; At the same time, the central and local governments have set up "the sixth industrialization central support center", which is used to "subsidize the sixth industrialization project investigation and review, training leaders, new product development and expanding sales channels. [8] At the same time, Japan and South Korea have standardized "the sixth industry's" development through relevant legal systems and clearly expressed focusing on agriculture, providing a solid guarantee for solving agricultural development's dilemma.

4. "THE SIXTH INDUSTRY'S" ENLIGHTENMENT TO CHINESE RURAL COMMON PROSPERITY

Traditionally, China is a large agricultural country with a large number of agricultural population and a wide geographical distribution, which is still in an underdeveloped state. Since the reform and opening up and agricultural population's urbanization, agriculture's proportion in the GNP has become smaller and smaller, but agricultural development's predicament has not fundamentally changed, the gap between urban and rural income is still large, and common prosperity in rural areas is still the top problem. So it is important to put forward general requirements for primary, secondary and tertiary industries' integrated development. Although the concept is different from that of "the sixth industry" in Japan and South Korea, the concept of diversified integrated development in primary, secondary and tertiary industrialization of agriculture has some similarities. Therefore, "the sixth industry" in Japan and South Korea is bound to provide many inspirations for China to promote common prosperity in rural areas. The details are as follows:

4.1 Adhering To Rural Primary, Secondary and Tertiary Industries' Integration

At present, Chinese grain planting industry is relatively developed, agriculture, forestry, animal husbandry, sideline and fishery are integrated,

household contract responsibility system is mature, agricultural tax exemption and agricultural subsidy system have been implemented by the whole people, and rural population, industrial and product resources are relatively abundant. The regional characteristics, cultural characteristics, local conditions and customs, and product characteristics are obvious and distinct, which objectively has the basis for vigorously promoting primary, secondary and tertiary industries' integration, and provides premise for rural common prosperity. But there is no denying the fact that China did not break through traditional agriculture led by overall the first industry, agricultural and sideline products processing and sales range are relatively limited, such as low value-added agricultural products, high technology content is not significant, especially in remote countryside and the major grain-producing areas, resources, mining, tourism, such as organic, modern sightseeing agriculture development are insufficient, which restrict rural revitalization's layout and new urbanization. So it is necessary to insist industrial convergence's orientation to develop "the sixth industry" "focusing on agricultural products processing, rural leisure tourism, rural electricity" industries, [8] vigorously developing grain and oil processing, metal products manufacturing, development, characteristics of organic, digital agriculture, and so on.

4.2 Increasing Government's Macro Planning for "the Sixth Industry"

China has a vast geographical distribution of agriculture, abundant and diverse products such as agriculture, forestry, animal husbandry and fishery, and complex and diverse natural conditions such as geography, climate, soil temperature; Also society has a great demand for diversified, high-quality and green food, which provides a natural foundation for "the sixth industry". At the same time, it also brings challenges. Once the planning is not good, it will not only lead to destructing traditional primary industry foundation and endanger Chinese food security, but also destroying Chinese industrial layout to bring economic income loss for majority of farmers and affect a large number of people, a wide area of radiation, and higher reform costs. Compared with Japan, South Korea and other countries, it is more important to top-level planning and design "the sixth industry" model suitable for different regions, different climates, different groups and different nationalities, so as to make full use of the advantages of population resources, natural culture, history and culture and develop

branded products. It is also important to do a good job in regionalization, specialization and stratification of production, processing and service, and promote "the sixth industry". It should be good to constantly explore new projects, new products and so on. At present, the primary, secondary and tertiary industries' integrated development in China still has weaknesses such as blindness, information asymmetry, low management level and low intelligence degree, which not only restricts the high- primary industry's quality development, but also hinders the primary, secondary and tertiary industries' further integrated development. Therefore, it is necessary to optimize "the sixth industry" by government's macro-management to realize new pattern of "the sixth industry" featuring industrial complementarity, mutual use of advantages, profit sharing and coordinated development.

4.3 Increasing Government's Policy Funds To Support "the Sixth Industry"

As mentioned above, "the sixth industry" is inseparable from government's policy and fund support, especially for China, a big agricultural country. First, government support for agricultural primary industries must be continued to strengthen, which can improve land contract and transfer system and increase agricultural subsidies to encourage crop farming, agriculture, forestry, livestock, sideline and fishery; also government should raise basic prices to protect agricultural products so that people will be willing to grow grain and put down roots in agriculture. Secondly, rural infrastructure and "sixth industry" services' organizational construction should be accelerated. On the basis of traditional roads, transportation, Bridges and water conservancy facilities, it should be useful to speed up new technological facilities' construction such as Internet, communication, information and 5G in rural areas and build a space-time foundation for integrated connectivity between urban and rural areas, which is the hardware foundation for primary, secondary and tertiary industries' integration in rural areas. At the same time, it is important to support family farms, farmers' cooperatives, and leading enterprises in agricultural industrialization, and speed up service main body construction including "agricultural socialization service, agricultural service companies, farmers cooperatives , rural collective economic organizations and grass-roots supply and marketing cooperatives" to carry out "order agriculture, processing and logistics, product marketing,

improve grain comprehensive benefit".[9] Thirdly, new agricultural talents' cultivation and introduction must be sped up. Such talents should first have faith and determination to devote themselves to rural development, and they should not be able to get rid of farmers' attributes and completely operate in the market. At the same time, it is necessary for them to have modern agriculture management concept and professional talents who master and skillfully use modern science and technology to realize agricultural management' modernization and specialization.

5. CONCLUSION

In short, in Chinese common prosperity's critical stage, rural common prosperity is both an important field and a difficult link. "The sixth industry" structure integrated among primary, secondary and tertiary industries in rural areas is bound to be an important path choice for China to promote rural revitalization, new urbanization path, urban-rural integration and shared development. The exploration about "the sixth industry" in Japan and South Korea will certainly provide some inspiration for promoting Chinese common prosperity in rural areas.

AUTHORS' CONTRIBUTIONS

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