

# Research on the empowerment path of agricultural products health care in Shiquan County, Shaanxi Province under the big health industry

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**Abstract:** With the introduction of national strategies such as Healthy China 2030, the big health industry has ushered in new development opportunities and has now become one of the new economic growth points in China. Relying on its rich selenium resources, Shiquan County, Ankang, Shaanxi has grown many selenium-enriched products, developed many resources for health care, culture and tourism, and built a relatively complete selenium-enriched industry. In the new era of the development of the big health industry, this paper analyzes the development opportunities of the selenium-rich industry, and believes that we can rely on policy support and market demand to build a healthy tourism base and establish a selenium-rich food brand, so as to promote the high-quality development of the selenium-rich industry in Shiquan County, Ankang City.

## 1. Introduction

The COVID-19 in 2020 is the largest "black swan" event in China in the past decade. The constant variation of COVID-19 and the further escalation of the epidemic have not only brought a huge impact on China's economic development, but also caused more and more attention to the medical and health industry. The outbreak of the epidemic has made major changes in people's lifestyle and work style. The popularity of cloud office not only improves work efficiency, but also increases the proportion of sub-health groups. In this context, the health care industry has gained new development opportunities.

Due to its delicious taste and extremely nutritious value, the market demand of selenium-rich food is increasing year by year, and the market prospect of selenium-rich industry is broad. With the continuous development of tourism, health tourism, as an important part of the tourism industry, also has strong development potential.

Today, with the vigorous development of the big health industry, in-depth study of the development status of the selenium-rich industry and the path of health care and empowerment will play an important role in improving the quality of selenium-rich products, increasing added value, promoting the development of the selenium-rich industry, and promoting the development of health tourism.

## 2. Supply of selenium-rich agricultural products in Shiquan

### 2.1. Development of selenium-rich agricultural products and selenium-rich industry

Selenium, as one of the essential trace elements for human body, has the functions of regulating thyroid hormone and preventing AIDS. If the human body is deficient in selenium, it may affect the body's antioxidant capacity and immune function, and in serious cases, it may induce Keshan disease, Kashin-Beck disease and other major diseases. As early as the 1980s, the Chinese Nutrition Society has listed selenium as one of the daily dietary nutrients. Eating a certain amount of selenium-rich products every day helps to maintain health. The selenium-rich industry developed accordingly.

China is rich in selenium resources and is one of the world's important exporters of selenium resources. In 2019, China will become the world's largest exporter of selenium and occupy an important position in the global selenium industry. However, the distribution of selenium resources in China is not balanced. It is mainly distributed in Enshi Prefecture in the southwest of Hubei Province, Ankang City in Shaanxi Province, Taoyuan County in Changde City, Hunan Province and other areas. These selenium-rich areas have developed selenium-rich industries in combination with their own selenium-rich resource endowment and regional characteristics, produced a variety of selenium-rich

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products, and produced multiple benefits including increased economic benefits, improved ecological benefits and harmonious social benefits, which have become major projects in rural economic development. The development of selenium-rich industry can not only make full use of local unique selenium resources and improve the value of local agricultural products, but also promote the income increase of local farmers, agricultural development, rural stability and rural revitalization. According to the relevant statistics of the Chinese Academy of Agricultural Sciences, 70% of China's regions are deficient in selenium. From the perspective of national selenium supplement, there are about 970 million people in China who need selenium supplement. Based on the relevant data of the Reference Intake of Dietary Nutrients for Chinese Residents released by the Chinese Nutrition Society, it can be preliminarily estimated that the whole population needs about 20000 tons of selenium supplement each year. It can be seen that the annual market share of China's selenium market is basically more than one billion yuan, and the selenium industry has great development potential.

## **2.2. Development Status of Selenium-rich Industry in Shiquan, Ankang, Shaanxi**

Shiquan County is located in the west of Ankang City, Shaanxi Province, south of Qinling Mountains and north of Bashan Mountains. The area has abundant rainfall and heat in summer, and there are many basins in the central part of the local terrain. According to the relevant data of the Selenium Resources Detection Center of Ankang University, Shiquan is a selenium-rich area. The surface springs and streams in the area under its jurisdiction all contain selenium, and the content of selenium in the soil is high. It is one of the areas with high selenium content in the soil of Ankang City, and has good conditions for planting selenium-rich agricultural species and environment for selenium-rich health, culture and tourism.<sup>[1]</sup>

In recent years, the local government has made use of its rich selenium-rich resources to build a selenium-rich food industrial park. According to the development idea of "attracting investment, carrying the park, cultivating leading enterprises, integrating three industries, and building brands", the park has adopted a new development model of "enterprises + cooperatives + bases + poor households", forming a characteristic selenium-rich food industry chain integrating planting, product research and development, intensive processing, sales, and foreign trade export.

Shiquan selenium-rich food industry has become an important industry to promote employment, increase income and support local economic development. By the end of 2020, the park has achieved a total output value of 4.45 billion yuan, accounting for 30% of the total industrial output value of the whole county. It has driven more than 50000 mu of special selenium-rich vegetable planting base, directly employed 1362 people and

indirectly employed more than 30000 people, which has certain economic and social benefits.<sup>[2]</sup>

## **3. Development opportunities of selenium-rich industry**

### **3.1. Relevant policy guidance and support**

In 2016, the State Council issued the "Healthy China 2030" Planning Outline, pushing "Healthy China" to the level of national development strategy. In order to promote the sustainable and stable development of China's big health industry, the Chinese government has issued a series of policies to give strong support to the industry. In June 2016, the General Office of the State Council issued the Guiding Opinions on Promoting and Regulating the Application and Development of Health Care Big Data to encourage and support the development of "Internet plus Health Care" services. With the continuous release of policy dividends, the big health industry has ushered in new opportunities and is about to enter a period of vigorous development, forming a new economic growth point.

The implementation of the rural revitalization strategy proposed by the 19th CPC National Congress is of great significance to the promotion of the "three rural" work. Rural commerce is the key link in building a new development pattern of "double circulation". Therefore, the government will promote the modernization of the rural circulation system and promote rural consumption as its key task, and at the same time, promote the further acceleration of the digital construction of agricultural products market under the condition that the wholesale market of agricultural products continues to improve.

### **3.2. Great health industry shows a strong development trend**

In the context of the spread of the global COVID-19 epidemic, the medical and health industry has attracted more and more attention. At present, the size of China's big health market has reached 13 trillion yuan, and the annual compound growth rate of the market size is as high as 13%. It has become the second largest market in the world. The big health industry will show a very strong development trend for a long time in the future. In recent years, more and more enterprises have entered the big health field, trying to find new profit growth points, indicating the potential and prospects of the big health industry. Shiquan County, Ankang City, Shaanxi Province can make use of the local rich selenium resources to vigorously develop the selenium-rich industry and grasp the huge development opportunities brought by the big health industry.

### **3.3. Shaanxi Shiquan is endowed with superior selenium industry**

In the era of great health, people's demand for great health is increasingly strong. Shiquan County has

superior natural endowment, which is suitable for the development of health, culture, tourism and selenium-rich food industry. With the unique natural endowment of Shiquan, Shaanxi Province, enabling the selenium rich industry of Shiquan through the big health industry can further help the local expand the industrial chain, stand out in the competition of the big health industry, and promote the high-quality development of the industry.

### **3.4. Foreign experience in the development of health care service industry**

With the continuous development of science and technology, people pay more attention to their own health, and the health industry continues to rise. There are many countries with a certain scale of health industry in the world. This article will analyze Germany, which has a better development of health industry, and learn from its development experience.<sup>[3]</sup>

For example, the health care service industry in Germany focuses on the construction of forest health care bases, and builds a hierarchical forest health care industry format based on geographical location, landscape characteristics and other factors. After the promotion of the project, the national health index of Germany has risen by 30%, and the national physical quality has been effectively improved. The project has also created posts such as health and recuperator, reduced the unemployment rate, and promoted the healthy and orderly development of the economy.

## **4. Analysis on the path of "health and energy" in selenium-rich industry**

### **4.1. Shiquan Health Tourism Development Route**

In 2020, under the impact of the COVID-19, China's tourism market developed slowly, with the number of domestic tourists dropping from 6.06 billion in 2019 to 2.879 billion in 2020. In 2021, after a series of macro-control, the number of domestic tourists increased to 3.915 billion, and the tourism market recovered. In addition, China's aging population has further increased, reaching 367.36 million by the end of 2021, accounting for 19.8% of the total population. In the context of the gradual recovery of the tourism market, the trend of population aging has created opportunities for the development of the health tourism industry.

Ankang, Shaanxi Province, is known as "China Selenium Valley", and its subordinate Shiquan County is rich in selenium resources. Relying on its unique geographical location and natural environment, the local government has gradually built ecological tourism with the theme of health care. The local government makes full use of the rich natural health resources such as forests, mineral springs and plants, adheres to the positioning of "livable, suitable for business and tourism", and focuses on the development of tourism in

the whole region, and develops the health tourism industry integrating "water, selenium and green".

For example, the Huitong Fudi Health Care Center, located in the courtyard of Shuijing Lane, the ancient city of Shiquan in the Han River, is the first TCM health care center built in Shiquan County. It integrates nature, humanity and TCM health care, and is mainly engaged in TCM health consultation, TCM health care services, and the research and development of characteristic Chinese medicine. The landlord should be divided into functional areas and health care accommodation areas. While meeting the needs of tourists for health care products, the landlord should provide characteristic homestays and integrate local cultural characteristics into it, which has become a bright card of local health care tourism. For example, the Bencao Valley, located in the central village of Lianghe Town, Shiquan County, focuses on the culture of traditional Chinese medicine health preservation with the theme of "decompression, meditation and health preservation", so that tourists can enjoy personalized health preservation services, such as traditional Chinese medicine bath, traditional Chinese medicine physiotherapy, etc. At the same time, it cooperates with local primary and secondary schools to build a selenium-rich science popularization research base, attract tourists of different ages, and fully realize economic and social values.

### **4.2. Sales route of Shiquan selenium-rich food**

In recent years, with the continuous promotion of the development of the selenium-rich industry in Ankang Shiquan, the brand awareness of selenium-rich food in rural tourism and other fields has been greatly improved, and a certain brand effect has been formed. In order to further promote the development of selenium-rich food industry, it is necessary to continuously optimize the sales route. In order to better publicize and promote selenium-rich food, a media matrix can be established through the combination of Internet platform and offline entity publicity to attract more customers; At the same time, actively build product exhibition and marketing platforms, such as the gilded copper silkworm cultural product exhibition and marketing center located in Chihe Town, Shiquan County, which is the first county-level gilded copper silkworm cultural and creative product exhibition and promotion center authorized by Shaanxi History Museum, and also the first cultural and creative exhibition and marketing platform built with gilded copper silkworm culture as the core in China so far. The establishment of this platform has improved the popularity of local products, expanded the influence of the brand, and has a positive effect. In addition, the local government has created a small program of "original health supporting agriculture post station", which provides a new market for agricultural products sales in Shiquan County by accurately matching the demand of sub-health groups for nutrients.<sup>[4]</sup>

### 4.3. Expand the health industry system of selenium-rich products

At present, the big health industry mainly includes health products and health services. With the development of information technology such as mobile medicine, big data and the Internet of Things, the health information service industry will gain greater development opportunities.

The dietotherapy and health care value of selenium-rich products has been recognized by more and more people. In recent years, the development and research on the dietotherapy function of selenium-rich products have also been further developed, further expanding the connotation of selenium-rich health products. In addition, in the process of integrating the selenium-rich industry and the big health industry, it is still necessary to note that the development potential of the health service field is large. It is necessary to focus on the health information service field, establish cooperation with universities and enterprises, introduce the water of science and technology into the health industry, and help expand the big health industry system of selenium-rich products.<sup>[5]</sup>

## 5. Summary

Selenium-rich industry integrates green agriculture, functional agriculture and health industry. It is an industry that integrates the development of primary, secondary and tertiary industries. It plays an important role in meeting the people's growing demand for diversified and better life, in the green development of agriculture, in improving quality and efficiency, in supply-side reform, in targeted poverty alleviation, in increasing farmers' income, in an all-round well-off society and in national health. The General Secretary attached great importance to the development of selenium-rich agriculture and repeatedly stressed the need to develop selenium-rich agriculture and transform selenium-rich resources into selenium-rich industries. At present, the selenium-rich industry is becoming the local leading industry or the new engine of economic development, and various regions are also actively promoting the development of selenium-rich industry in China.

Today, with the steady development of China's health care industry and the gradual emergence of its strong market potential, Shiquan, Ankang, Shaanxi Province, closely focuses on the prominent advantages of "the only natural selenium-rich suburb in China", takes the development of selenium-rich industry as an important starting point for the structural reform of the agricultural supply side, and has found a modern mountain characteristic and efficient agricultural development path of "selenium-rich for the people, selenium-rich for the people", and has successively won the title of "China's selenium-rich food town" "China Ecological Selenium City" and "Top Ten Selenium Resources in China Selenium Industry". In the process of studying the development path of selenium rich industry in Shiquan,

Ankang, Shaanxi, we need to understand not only the local resource endowment of Shiquan, but also the profound connotation of the concept of health care development. In addition, actively learning from the successful cases of the development of the health care industry abroad can also provide potential support for the development of the health care industry in Shiquan County. In the new era of the development of the big health industry, in order to promote the deep integration of the selenium-rich food industry and the health care industry in Shiquan County, Ankang, Shaanxi Province, on the one hand, we can integrate the selenium-rich food into the health care tourism as the tourism characteristic food; On the other hand, health tourism can serve as the health background of selenium-rich food, promote the harvest of its demand for sub-health groups, effectively transform the advantages of selenium-rich resources into industrial and economic advantages, extend the industrial chain, and ultimately promote the transformation and upgrading of local industries, stimulate the employment of local residents, and promote industrial revitalization.

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