

Research on the Development of County Traditional Chinese Medicine Industry from the Perspective of Rural Revitalization: Taking Longyou County, Quzhou City, Zhejiang Province as an Example

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Abstract: Since 2025, China's rural revitalization has entered a new stage. The theoretical and practical achievements of the rural revitalization strategy have provided research bases for scholars. The traditional Chinese medicine industry is an important part of the rural economy. This study takes Longyou County as an example. Through literature investigation, the current research results of other scholars were obtained. Then, in-depth field research was conducted within Longyou County to obtain first-hand data and analyze the problems in the development of the traditional Chinese medicine industry. Longyou County integrates resources through models such as "common prosperity workshop" to promote employment and increase collective economic income. However, there are issues such as insufficient cooperation, low-end processing, and shortage of talents. Measures such as framework coordination, digital empowerment, and talent attraction and cultivation need to be further implemented to promote the development of the traditional Chinese medicine industry, boost rural revitalization, and move towards common prosperity.

Keywords: Rural Revitalization; Chinese Medical Industry; Common Prosperity Workshop; Common Prosperity

1. Introduction

In January 2025, China released the "Comprehensive Rural Revitalization Plan (2024-2027)", marking a new stage of development for rural revitalization in our country. Since 2018, China has achieved remarkable results in raising rural economic levels, advancing social development,

promoting cultural prosperity, and strengthening ecological protection. The construction of rural infrastructure has been continuously reinforced, and the quality of life for rural residents has steadily improved. The rural environment has been significantly upgraded, and an ecological framework has largely taken shape. Rural culture is flourishing, and confidence in rural culture has been continuously enhanced. The economic and social landscape of the countryside is changing with each passing day [1]. The rural revitalization strategy—one of the major initiatives of the "three rural issues" (agriculture, rural areas, and farmers) in the new era—has become increasingly well known, and batches of typical experiences in rural revitalization have emerged nationwide. These theoretical perspectives, practical pathways, and policy measures have attracted the attention of scholars and provide a theoretical basis for China's rural revitalization strategy.

2. Research Background

On January 1, 2025, the "Opinions on Further Deepening Rural Reform and Promoting Comprehensive Rural Revitalization" was promulgated and implemented, becoming an important document guiding the current development of "agriculture, rural areas, and farmers" issues. The document states: "To achieve Chinese-style modernization, comprehensive rural revitalization must be accelerated." Distinct from earlier rural-development paradigms, rural revitalization is conceived as a multi-level, multi-actor, and multi-dimensional concept that spans the economic, social, cultural, and ecological spheres of rural society and engages the state, farmers, enterprises, and social organizations alike [2]. Consequently, it offers an expansive research agenda and considerable

theoretical significance. Rural revitalization therefore requires the institutional and policy architecture that systematically integrates urban–rural development, expedites the modernization of agriculture and rural areas, and secures the overarching goal of “robust industries, ecologically livable environments, civilized local customs, effective governance, and prosperous life,” with particular emphasis on raising the income of the agricultural population [3]. Optimizing the rural industrial structure by expanding distinctive agriculture, agricultural product processing, and rural tourism will diversify farmers’ income streams, increase their earnings, narrow the urban–rural income gap, and advance common prosperity between urban and rural residents [4].

In 2025, the No. 1 document of the Zhejiang Provincial Committee, titled "Implementation Plan for Promoting Urban-Rural Integration, Narrowing the 'Three Major Gaps' and Advancing the Pilot Demonstration of Common Prosperity through the 'Million Project'", was released. The document states that it is necessary to focus on two key areas – mountainous & island counties and rural farmers - and to comprehensively carry out three aspects of work: "strengthening the city", "developing the village", and "integration" [5]. “Strengthening the county seat” denotes advancing new-type urbanization with the county town as the primary carrier; “revitalizing the village” implies the province-wide construction of a picturesque Zhejiang composed of beautiful villages; “integration” signifies the pursuit of high-quality, territorially balanced urban–rural integration. Empirically, localities have creatively devised industrial and governance models congruent with their own resource endowments, geographical conditions, regional particularities, and market demand, thereby operationalizing the principle of “suiting measures to local conditions.” These initiatives simultaneously exhibit the flexible and diversified character of the rural revitalization strategy and effectively safeguard the long-term, stable development of rural areas.

The traditional Chinese medicine industry is one of the advantageous industries in China, covering aspects such as the cultivation of medicinal herbs, the processing of Chinese herbal decoctions, the manufacturing of Chinese patent medicines, and the medical services of traditional Chinese medicine [6]. Driven by the

rural revitalization strategy, this industry not only enables the prosperity of the economy but also enriches and improves the local characteristic industrial system, and more effectively promotes rural economic development. By vigorously developing the cultivation of medicinal herbs, reasonably exploiting and utilizing rural land resources, more farmers in the area can be guided to embark on the path of making a living through medicinal herb cultivation; through the processing of Chinese herbal decoctions or the manufacturing of Chinese patent medicines, more related enterprises can be attracted to participate in the rural industrialization in the area; through the development of traditional Chinese medicine medical services, the rural tourism in the area will also be stimulated, thereby better promoting the development of other services in the area. Moreover, from the perspective of ecological livability, the development of the traditional Chinese medicine industry is also conducive to rural ecological construction, rural ecological protection and restoration, because the cultivation of medicinal herbs requires a good ecological environment to provide support, which prompts the rural areas to attach greater importance to ecological construction, reduce the use of fertilizers and pesticides, protect soil and water resources, etc., which is conducive to the positive interaction between economic development and ecological protection. By integrating rural revitalization and the development of the traditional Chinese medicine industry, and through multi-party collaboration to promote a new path model for rural innovation development, it is an important breakthrough for doing well in rural work in the new era. By promoting the realization of the common development of rural economy, society and ecology, it also helps to improve and deepen the rural revitalization work.

3. The Current Situation of the Development of Traditional Chinese Medicine Industry in Longyou County

Since the state has provided strong support for the development of the traditional Chinese medicine industry, China's traditional Chinese medicine industry has entered a golden period of rapid development. In 2024, the total scale of China's traditional Chinese medicine industry reached 3.87 trillion yuan, with a year-on-year growth rate of 15.8%, exceeding the overall

average growth rate of the pharmaceutical industry (10.3%). This reflects the immense scale of support provided by the Chinese government at this stage, as well as the vast potential for development. However, it is undeniable that behind the booming traditional Chinese medicine industry lie many urgent problems that need to be addressed. Among them, issues related to product quality are particularly prominent. Due to the special, complex and uncertain characteristics of the effects and value judgments of traditional Chinese medicine, it is difficult to evaluate them using specific parameters like in Western medicine. This inevitably leads to certain errors, which is one of the major reasons. At the same time, it provides certain opportunities for a few people to seek personal gain under the guise of traditional Chinese medicine. Due to the frequent occurrence of adulteration and substandard products in Chinese medicinal materials, it can easily lead to market chaos, infringe upon consumers' rights and interests, and hinder the development of the traditional Chinese medicine industry. The development speed of traditional Chinese medicine is slow, and most of the time, it still relies on reference to ancient texts. The innovation mechanism is not yet complete. This not only places high demands on the professional capabilities of industry practitioners, but also greatly restricts the speed of development and innovation of traditional Chinese medicine.

Longyou County is rich in traditional Chinese medicine resources and is an important production area for the "Zhejiang Eight Famous Herbs" and "Quzhou Six Famous Herbs". In recent years, Longyou County has been actively exploring the construction of "common prosperity workshop", promoting the high-quality development of the traditional Chinese medicine industry. They have united their efforts, set higher standards, focused on the main body, and achieved a win-win situation where farmers' income increases, the collective wealth grows, and enterprises become more efficient [7], contributing to the comprehensive revitalization of rural areas and the realization of common prosperity. Longyou County attaches great importance to the development of the characteristic traditional Chinese medicine industry and has established the first county-level "common prosperity workshop" service complex in Quzhou City, including a

common prosperity industry training base and a common prosperity e-commerce live streaming room, helping common prosperity workshops of the traditional Chinese medicine type solve project cooperation, brand promotion, and market expansion needs, and promoting the professional organization and brand operation of the workshops. By integrating the efforts of multiple departments' cadres and experts, a common prosperity industry service team has been formed, connecting resources at the county, village, and township levels, and solving problems such as recruitment and employment, technological innovation, and product development for the workshops. For example, the "Fenghua Juedai" common prosperity workshop in Mohuan Town faced difficulties in capital turnover. Yishang Bank launched the "Herbal Loan" credit product, solving the problem of insufficient funds and helping with rural revitalization.

In order to deeply implement the important instructions of the General Secretary on "unswervingly following the path of characteristic development" in Longyou, to tap into the unique advantages and broaden the development channels, Longyou County has formulated the "Implementation Plan for Building 'One Town with One Specialty, Hundred Villages with Ten Workshops' and Promoting the Construction of 'Common Prosperity Workshop' on a Wider Scale", in combination with the pilot work of ecological industrial sample counties in the 26 mountainous counties. By leveraging the advantages of the traditional Chinese medicine industry, integrating policies, funds, talents, and land resources, it promotes the extension of the industrial chain to rural areas and strengthens brand-driven and industry-enabling workshops [5]. The Shennong Valley Traditional Chinese Medicine Common Prosperity Workshop in Dajie Town integrates resources such as rural land, enterprise technology, and bank funds, and employs 310 villagers from the surrounding areas nearby, increasing their annual income by an average of 18,000 yuan each. It also adds 600,000 yuan to the annual collective income of the surrounding five villages. The county focuses on the development of enterprises and villages, strengthening resource allocation and communication connections, to create a win-win development pattern. It guides enterprises to cooperate with village collective economic

organizations, expand the scale of Chinese herbal planting, and promote farmers' income growth and prosperity. For instance, the Tianchi Pharmacy Valley Common Prosperity Workshop in Hengshan Town is led by Zhejiang Longyou Regeneration Form Medicinal Materials Development Co., Ltd., involving village collectives, individual villagers, and other entities in the common prosperity work. It is responsible for unified management, technical guidance, recycling processing, and sales. It has developed over 2,000 mu of cooperative base Chinese herbal planting, issued over 2 million yuan in land transfer fees, and provided employment for over 100 rural surplus workers over the age of 50, as well as 20 disabled workers. Additionally, the county widely mobilizes the public to promote the development of the tourism industry through the establishment of guesthouses (agritourism) and cooperation with travel agencies, forming a mutually beneficial and shared community. For example, the Zaochuntang Common Prosperity Workshop in Sheyang Town develops rural leisure tourism through the "Xiaoqiang Middle Medicinal Plants + Cooperation with Enterprises + Economically Weak Villages" model, achieving integration of agriculture and tourism, and promoting the establishment of an ecological tourism brand.

Although Longyou County has achieved remarkable results in promoting rural revitalization through the development of the traditional Chinese medicine industry, there are still some shortcomings.

4. Longyou County Traditional Chinese Medicine Industry Development Problems

4.1 Unit Assignment, Insufficient Cooperation

The establishment and development of "common prosperity workshop" have marked a new path for the county to achieve common prosperity. As of 2024, there have been 201 common prosperity workshops established in Longyou County, among which about 8 are workshops mainly representing the traditional Chinese medicine industry. These workshops play a significant role in helping local people find new ways of livelihood, solving development problems, and expanding income-generating channels. They are one of the most important factors driving rural

revitalization towards common prosperity. However, in terms of scale and model, most of the common prosperity workshops in Longyou County are small-scale workshops with limited production capacity and low technical content. The added value of their products is not high, and the common prosperity workshops related to traditional Chinese medicine are mostly of a simple processing type without deeper processing or development efforts. As a result, the products of these common prosperity workshops are difficult to meet the requirements of high-end and refined specifications, which is one of the reasons restricting the growth and development of the workshops and their income levels. There are many scattered and diverse medicinal herb planting areas in the county, but no regional brand effect or scale effect has been formed, and there are no brand products or flagship products with geographical indications. [8] After some of the traditional Chinese medicine common prosperity workshops were established, there were still problems with weak management, product upgrading, and capacity expansion. The cultivation of medicinal herbs has a distinct seasonal characteristic, and during non-growing periods or harvest seasons, the workshops have limited effects in promoting income growth for the local people. The planning of the varieties of medicinal herbs cultivated, processing techniques, and sales channels among different workshops lacks overall coordination, and external cooperation is not close enough. This not only leads to various resource waste, difficulty in expanding the scale, and inability to achieve scale benefits, but also easily causes problems over a long period of development, making it difficult for the workshops to better connect with the market and hindering the realization of the beautiful vision of common prosperity for the workshops.

4.2 Rough Processing, Market Low-End

At present, the processing level of medicinal herbs in Longyou County varies. Most large enterprises have achieved vertical integration, mastering the entire process from the medicinal herb planting base to the final product processing. They possess modern processing chains and professional talents, enabling them to carry out refined processing of medicinal herbs and increase their value. However, many small processing enterprises lack the ability to make large capital investments and can only rely on

traditional processing methods for production and processing. Therefore, they cannot meet the requirements of modernization, scientificization, intelligence, and standardization of production. Moreover, the processing techniques of these small processing units mostly can only achieve simple processes such as medicinal herb cleaning, slicing, and drying. They cannot complete the deep processing procedures of extraction and purification in medicinal herbs. Due to small-scale production and operation, all production relies on manual labor, resulting in high production costs. There is no way to achieve large-scale profits, and the scattered business model cannot guarantee unified quality control standards. As a result, product quality cannot be guaranteed. Due to the influence of limited funds for small-scale operations and brand influence, these small processing enterprises do not have stable sales channels. The main products they produce are raw materials or primary processed products, with generally low prices. Their competitiveness in the market is relatively weak.

4.3 Shortage of Talents, Lack of Motivation

Longyou County is one of the 26 mountainous counties designated by the provincial government of Zhejiang Province. In terms of economic output and per capita disposable income, it lags far behind other regions in the province during the same period. In 2024, the GDP total of Longyou County was only at the mid-range among all county-level regions in the province, and the per capita disposable income was still lower than the average level of the province. At the same time, due to the special topography and regional development characteristics of Longyou County, the traditional Chinese medicine industry in the county is mainly distributed in the northern and southern hilly areas. The farthest place is about 40 kilometers away from the county seat by car. The corresponding infrastructure, educational resources, and medical resources in these areas are relatively poor, so the basic living conditions of the people in these areas are more difficult compared to the urban areas. Due to the lack of basic supporting service facilities, it directly restricts the speed of transportation and processing of Chinese medicinal materials. Moreover, due to the lack of investment in medical education resources, it is extremely difficult to introduce and retain high-level and

cutting-edge talents here. Therefore, this limits the innovation and upgrading development of the traditional Chinese medicine industry. As a result, the talent issue has become a bottleneck restricting the economic development of Longyou County. Over the past nearly five years, the proportion of graduates from universities in Longyou County returning to the city has been low, a large number of middle and high-end technical talents have flowed out, and the total population has decreased by nearly ten thousand people each year. Compared with other neighboring counties such as Wu Yi and Lanxi in Jinhua, the current talent policy advantages of Longyou County are relatively not obvious. Although several talent introduction policies have been introduced in recent years to encourage young people to return and start businesses, the intensity and actual effectiveness are still far less than those in some economically developed regions.

5. Countermeasures for the Development of County-level Traditional Chinese Medicine Industry

5.1 Policy Coordination, Strengthening Cooperation

Taking the "14th Five-Year Plan for the Development of Traditional Chinese Medicine", the "14th Five-Year Plan for the Development of Traditional Chinese Medicine in Zhejiang Province", and the "Implementation Plan for Building Zhejiang Province's Comprehensive Reform Pilot Zone for Traditional Chinese Medicine and Promoting the Inheritance and Innovation of Traditional Chinese Medicine in Quzhou City" as the horizontal axis, and the specific actual situation of Longyou County as the vertical axis, relevant policies have been introduced, in line with the calls of the country and the provinces, to meet the specific actual conditions and promote the development of the traditional Chinese medicine industry. For the further development of the medicinal herb industry, the government should take standardized bases as the leading force, and vigorously support enterprises and small-scale drug producers to sign purchase agreements. This can not only reduce the cost of raw material acquisition for large enterprises, but also ensure the stable income of small units, achieving a win-win situation for enterprises and farmers. Utilizing various stable production

and processing materials within the county to achieve a good product supply channel within the county is also one of the bases for implementing county-level medicinal herb production and processing. This can help the local county-level medicinal herb industry move towards a sustainable development path. In addition, by leveraging the local transportation advantages, especially relying on the transportation network within the county, orderly optimize the logistics network, increase the freshness and quality of medicinal herbs, reduce the operating costs of enterprises, and enhance market competitiveness. Longyou County can also vigorously promote the initial processing of medicinal herbs at the production site and the "shared workshop" technology for traditional Chinese medicine decoctions. In the shared workshop, the advantages of equipment, technology, and human resources are fully utilized to reduce the production input costs of enterprises and enhance the industrial competitiveness. A large-scale assistance and innovation system can also be established to form a three-dimensional development pattern: leading enterprises are responsible for connecting major GAP-certified large and small producers, and "large leading small" personnel are dispatched to the households to help connect small producers with GAP and pest control. This can not only improve the production management level of small producers, but also ensure the quality of medicinal herb planting in some production areas. The public brand resources of the "Longyou River" region (specifically referring to the section of the Qianjiang River within Longyou County) can be shared by small farmers. This can help small farmers share the marketing channels and certification qualifications of large enterprises. Thus, it can enhance the brand awareness of small farmers and help them improve their market competitiveness [9], and safeguard the high-quality development of the medicinal herb industry in Longyou County.

5.2 Digital Empowerment, Advanced Processing

Longyou County should leverage its ecological resource advantages and focus on cultivating local specialty medicinal herbs such as Daidai (Bitter Orange) and Polygonatum. This will promote the development of these industries on a large scale. At the same time, it should deepen

the digital reform of traditional Chinese medicine in the county, making the "Shennong Valley" medicinal herb standardization base one of the regional coordination supporting projects. This will accelerate the establishment of a standard system, promote the application of technologies such as digital systems and drip irrigation systems, and utilize technologies such as the Internet of Things for production. According to the different growth habits of various medicinal herbs, the real-time monitoring and precise control of the environmental conditions throughout the production process of each medicinal herb can be achieved. Medicinal herbs from different areas can provide seasonal raw materials at the designated time. By using a large database, the harvest time, sowing time, fertilization and watering time can be accurately grasped, and the most suitable cultivation time can be constantly determined to produce high-quality medicinal herbs. Through the automatic control system for precise fertilization, precise irrigation, real-time monitoring of weather conditions, and timely prediction of pests and diseases, the goal of high yield can be achieved. In the processing of high-quality medicinal products, new intelligent and automated equipment can be invested. During the production process, automated production lines and robots can be used to complete the cleaning, slicing, extraction, and concentration of medicinal herbs. This can improve work efficiency and reduce the impact of human factors on product quality. By optimizing process parameters using big data and artificial intelligence technologies, the quality and stability of the products can be further improved. The "Longyou Tong" APP can develop a medicinal herb trading module, enabling the immediate matching of supply and demand information between medicinal herb suppliers and demanders. Through digital empowerment, the modernization level of the local medicinal herb industry can be rapidly advanced and developed. At the same time, medicinal herb growers and enterprises can understand market demand on the platform at any time, make corresponding changes, and thus better meet market demands. Actively build a digital governance system, build an intelligent information platform, accelerate the construction of key application scenarios, continuously promote the deep integration of the traditional Chinese medicine industry and the

digital economy, and actively build multiple industrial digital platforms to promote collaborative innovation and high-quality development of the traditional Chinese medicine industry [10]. Continue to launch and operate smart pharmacies, promote the popularization and use of the traditional Chinese medicine industry brain, and through various platforms, promote the sharing of resources, information exchange, and technical communication among enterprises, further driving the innovation and development of the traditional Chinese medicine industry.

5.3 Systematic Guarantee, Attracting and Cultivating Talents

In the face of the current economic downturn and the trend of talent flowing towards the internal system, Longyou County needs to adapt its approach and strategy for attracting and cultivating talents in accordance with the current situation. Guided by the key disciplines of traditional Chinese medicine in Zhejiang Province, it should formulate unique recruitment measures suitable for Longyou County to drive local economic development while accumulating strength for the development of the traditional Chinese medicine industry. Promote the recruitment and introduction of talents, attract expert teams to settle in the agricultural research institute. High-level and highly educated talents will apply advanced concepts and technical means to their work. They can start from the cultivation issues of local medicinal materials such as Daidai and Polygonatum, focus on solving difficult problems, conduct comprehensive exploration and analysis in aspects such as soil improvement, seedling cultivation, and pest and disease control. Based on a scientific perspective, they can break through technical barriers that affect the quality and yield of medicinal materials, providing a basis and technical support for the development of medicinal materials in Longyou County and enhancing the competitiveness of local medicinal materials products. An important method to break the barrier of talent mobility is the "dual-appointment" talent sharing mechanism. Experts from research institutes can adopt the form of part-time workshop technical advisors to complete their own work and also help the workshop achieve common prosperity. They can bring high-level scientific research achievements and specialized

knowledge to the workshop frontline, leading farmers and small and medium-sized enterprises, solving technical difficulties in actual production, and promoting the transformation of scientific and technological achievements into direct product productivity. The time they provide technical services in workshops can be counted as part of the evaluation of professional titles. This allows experts to obtain personal gains and rewards through their own efforts and enables them to achieve something. The two aspects work together as a synergy, providing assistance to the local industry and economic development while also providing wings for their own development, creating a mutually beneficial and win-win situation for the region. It takes ten years to grow a tree and a hundred years to cultivate a person. The county government should not only significantly introduce external talents but also actively cultivate local talents. It can maximize the role of talents through methods such as apprenticeship and teaching by high-level external talents. Aim to cultivate multiple talents through the training of one talent. Or select suitable individuals for targeted training and send them to study outside, signing agreements after they complete their studies to benefit their hometown. It is also necessary to build a better communication platform, hold irregular lectures and other academic exchange meetings, not only targeting high-level talents but also more actively educating ordinary talents to achieve an overall improvement in the level.

6. End

The rural revitalization is a crucial part of achieving the comprehensive construction of a modernized country. Vigorously developing the traditional Chinese medicine industry is an inevitable choice in line with the times. Longyou County is one of the representative mountainous counties in Zhejiang Province, possessing abundant and high-quality natural resources nurtured by green mountains and clear waters. The vast mountainous areas in its southern part are highly suitable for the cultivation of Chinese herbal medicines, and have become high-quality production bases for numerous traditional Chinese medicine resources such as Daidai and Polygonatum. However, during the rapid development of the industrial economy, the development of traditional Chinese medicine in Longyou

County also faces a series of issues that cannot be ignored. The production of Chinese herbal medicines in the county is still mainly based on decentralized unit operations, the processing stage is generally rudimentary, and there is a serious loss of talents. These have restricted the development of the traditional Chinese medicine industry. To solve these problem, it is necessary to comprehensively integrate various forces such as government leadership, rural foundation, enterprise drive, talent support, and scientific and technological innovation to form a synergy, in order to vigorously develop the traditional Chinese medicine industry in the county and promote the high-quality development of the county economy, steadily moving towards the goal of common prosperity. This article aims to deeply analyze the bottlenecks encountered by Longyou County in the process of developing the traditional Chinese medicine industry. Through methods such as literature research and field investigation, a series of constructive suggestions are put forward. It is hoped to provide a set of reference templates and experiences for other county districts and cities in the province and even the whole country in developing traditional Chinese medicine industry and promoting the rural revitalization strategy, and contribute to the comprehensive revitalization of the countryside.

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