

impact on the net mean income per mu of farmer households in crop farming, indicating that green APs production obviously promotes farmer household income. (2) The net mean income per mu of farmer households in crop farming is also greatly influenced by other control variables, such as years of education, planting scale, years of farming, number of agricultural machinery, loan amount, frequent checking of online information on APs sales (Yes/No) and region. Among them, years of farming greatly suppresses the net mean income per mu of farmer households in crop farming.

Based on these conclusions, the authors made the following suggestions on agricultural policies: (1) Make continued efforts to promote green APs production. Being the visible hand, the government should nurture and enhance the awareness of green APs production among farmer households through publicity and trainings. More incentives should be given to farmer households engaging in green APs production, such as distributing organic fertilizer and mulching film, reducing the cost of green APs certification, and giving priority to them in agricultural-related projects, funds and policies. In this way, more farmer households will be encouraged to produce green APs, improving the quality and benefits of agriculture. (2) Pay attention to the impact of other factors on farmer household income. How much a farmer household can earn through production hinges on the features of the household. The further of green APs production relies on the well-educated farmer households in the central and western regions, which manage a large farm, master agricultural technologies, and have a good credit score. Therefore, the government should stimulate these farmer households to produce green APs, and improve the agricultural literacy of farmer households through legislation, subsidies, and skill guidance. The influencing factors of green APs production should be well coordinated to enable farmer households to make more profit.

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