



**Rural Revitalization Initiative of Kuaishou E-Commerce: the number of orders for fruit and vegetable products increased by 49% year-on-year in the past six months, Kuaishou will continue to implement origin tracing activities in the industry chain**

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Consumer Quality Network : [Rural Revitalization Initiative of Kuaishou E-Commerce: the number of orders for fruit and vegetable products increased by 49% year-on-year in the past six months, Kuaishou will continue to implement origin tracing activities in the industry chain](#)

Kuaishou E-Commerce has released the "2024 Kuaishou E-Commerce Fruit and Vegetable Industry Semi-Annual Insight Report", and has initiated the investment promotion activities in Sichuan Station. In the first half of the year, the Rural Revitalization Initiative of Kuaishou E-Commerce established a deep cooperative relationship with the fruit and vegetable industry chain in seven provinces, such as Hainan, Shandong and Yunnan, and provided merchandise subsidies of nearly RMB10 million for fruit and vegetable merchants who participated in the Rural Revitalization Initiative. Encouraged by a number of policies, such as lowering the entry threshold, continuing to implement the origin tracing program and creating exclusive brand labels, Kuaishou E-Commerce has achieved spectacular growth in the fruit and vegetable industry, and has promoted the development of the agricultural industry.