Kuaishou Launches "Rural Renewal" Initiative, Moving from Harvest Campaigns to Long-Term Rural Content Development

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On October 25, Kuaishou held its agriculture and rural affairs conference in Boao, Hainan, and launched the "Rural Renewal" initiative. The program supports agricultural and rural content creators by identifying new voices rooted in rural communities, providing suggested topics and case studies, and organizing local events. According to the "2026 Kuaishou Agriculture and Rural Content Ecosystem Report," agricultural knowledge content spans spring planting, summer crop management, autumn harvesting and winter storage. More than 200,000 agricultural knowledge creators are active monthly, and over 240,000 users search for such knowledge daily. The conference also featured exchanges on agricultural advisory services, rural culture and entertainment, agricultural product sales and collaborative village development.