



Ussuri River fisherman Zhang Xuepeng: This year marks the highest catch of mixed fish in two decades

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The Beijing News : [Ussuri River fisherman Zhang Xuepeng: This year marks the highest catch of mixed fish in two decades](#)

Recently, the Chinese Farmers' Harvest Festival has been celebrated across China. During the festival, a poster featuring fisherman Zhang Xuepeng from Kuaishou's Happy Village Leader Project was displayed in the Beijing Subway. Back in November 2016, Zhang Xuepeng registered an account on Kuaishou and started sharing his daily fishing activities. He also started selling his catches through live streaming. Now, many local fishermen, inspired by Zhang Xuepeng, have turned to live streaming for online sales to increase their income. Even the fish markets, where fishermen traditionally conducted offline transactions, are now engaging in online live-stream sales.