



“Mountain Treasures” go viral: Wang Shuang, a young woman returning to her roots, sells the Changbai Mountains’ delicacies across China on Kuaishou

2023.09.23

China News : [“Mountain Treasures” go viral: Wang Shuang, a young woman returning to her roots, sells the Changbai Mountains’ delicacies across China on Kuaishou](#)

Upon reaching her thirties, Wang Shuang made the decision to return to her roots. Having grown up in the foothills of the Changbai Mountains in Jiaohe, Jilin Province, where her family has been farming and living in the village for generations. As she settled back home amidst her kin, Wang Shuang contemplated how she could carve out her own niche. Recognizing the growing popularity of short videos, she began sharing her day-to-day experiences in the mountains and fields on Kuaishou. To her surprise, her content quickly gained significant attention. From fresh wild vegetables in the spring, mushrooms and specialty fruits in the summer, to the hazelnuts and wild herbs in the autumn, viewers were captivated by the abundant offerings of nature. This fascination soon translated into a rising demand for these products.