



“New Era of Agriculture · Good Life for Farmers”! The first 2023 Kuaishou “Sannong” Ecological Conference (“三農”生態大會) held in Tianjin

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People's Daily Online (人民網): [“New Era of Agriculture · Good Life for Farmers”! The first 2023 Kuaishou “Sannong” Ecological Conference \(“三農”生態大會\) held in Tianjin](#)

On October 25, the first 2023 Kuaishou “Sannong” Ecological Conference (Sannong refers to agriculture, farmers, and rural areas) with the theme of “New Era of Agriculture · Good Life for Farmers” was held in Tianjin. At the conference, Kuaishou announced the “Kuaishou Sannong Influencers Program” and the “Kuaishou Sannong Cultivation Plan”, fully upgrading the service system for Sannong creators. The “Kuaishou Sannong Influencers Program” will invest one billion unit of data traffic over the next three years to nurture 100,000 rural influencers, ensuring that 50% of these influencers have an income. The “Kuaishou Sannong Cultivation Plan” will invest one billion of data traffic and RMB10 million in cash over the next year.