



Kuaishou e-commerce launches the Agriculture Development Plan, supporting merchants of quality agricultural products with 10 billion units of data traffic

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Customer APP of Farmers' Daily : [Kuaishou e-commerce launches the Agriculture Development Plan, supporting merchants of quality agricultural products with 10 billion units of data traffic](#)

Recently, Kuaishou announced the launch of the "Agriculture Development Plan". In 2024, Kuaishou will invest nearly 10 billion units of data traffic and RMB100 million in cash resources to support merchants of quality agricultural products. In addition, Kuaishou will implement seven measures, including lowering the threshold for agricultural products to enter the platform, launching new farmers training program and labeling quality agricultural products, to boost the development of agricultural product merchants.