



## How Do New Farmers Tell the New "Three Rurals" Story?

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On November 4th, the 2024 Kuaishou "Three Rural" Ecology Conference, themed "Join Hands with New Farmers, Co-create a Good Life," was held in Dali City, Yunnan Province. This ecological conference not only focuses on the seasonal changes of crops, the skill improvement and income increase of farmers, the expansion of agricultural resources sales, and the diversified monetization of new farmers but also pays attention to the spiritual life of the vast number of villagers. It gives every village idol who can sing and dance, and every villager who shares real interests and daily entertainment, the opportunity to stand on a larger stage to pursue their dreams. Today, Kuaishou "Three Rural" has become an online community for rural users to record life, share social interactions, learn skills, purchase agricultural resources, increase income and entrepreneurship, and leisure entertainment. The "2024 Kuaishou 'Three Rural Issues' Ecology Data Report" shows that the scale of Kuaishou's deep interest users in "Three Rural Issues" has reached 140 million, with daily interactions of rural users reaching 2.94 billion times, and monthly searches related to Kuaishou "Three Rural Issues" reaching 160 million times.