

HOLIDAYIMAGE



Left: Livestreamers film the scenic views of their hometown for their apple-promotion videos in Zhongzhuang township, Zibo city, Shandong province, on Nov 9.



Middle: Two couples promote apples through livestreaming from a specialty store in Zhongzhuang service area along the Linzi-Linyi expressway in Zhongzhuang township, Zibo city, Shandong province, on Nov 9.



SHANDONG APPLE PICKERS FIND NEW FAME AS INFLUENCERS



Left: A couple sells apples via livestreaming in an orchard in Zhongzhuang township, Zibo city, Shandong province, on Nov 3.

Right: A husband-and-wife team sell apples via a livestream from an orchardist's home in Zhongzhuang township, Zibo city, Shandong province, on Nov 9.

During the apple harvest season in the mountainous Zhongzhuang township in Zibo city, Shandong province, many couples are busy weaving through orchards brimming with ripe fruit. They create promotional videos, livestream and sell red apples through online platforms.

Zhongzhuang township is a key apple-producing area in the region. In recent years, the local government has encouraged a new generation to return and establish modern orchard businesses. By implementing innovative production, management and sales practices, the township is upgrading its fruit industry. An e-commerce service center and training platforms have been set up to encourage and guide local farmers in expanding their online sales channels. In addition, the township helps businesses connect with e-commerce platforms, large supermarkets and community group-buying services. These efforts have fostered the emergence of online sellers, including many husband-and-wife teams.

These teams conduct livestreams directly from orchards, offering lively, real-time showcases that allow consumers to see firsthand the growing environment and quality of the apples.

-CHINADAILY



A husband-and-wife team takes a meal break during a livestreaming session in an orchard in Zhongzhuang township, Zibo city, Shandong province, on Nov 9.



A husband-and-wife team sells apples from their home studio in Zhongzhuang township, Zibo city, Shandong province, on Nov 6.



A couple sells apples in their courtyard in Zhongzhuang township, Zibo city, Shandong province, on Nov 6.



Workers at a fruit trading company pack apples in Zhongzhuang township, Zibo city, Shandong province, on Dec 19.



A husband-and-wife team walks home after wrapping up a livestreaming session in Zhongzhuang township, Zibo city, Shandong province, on Nov 9.