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Pinggu city becomes the Peach Hub of China

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Chinaâ??s Pinggu district in Beijing has become the hub of Peaches.Â The annual output of peaches in Pinggu has reached 170 million kg with total revenue of more than 1.2 billion RMB. The peach economy has also driven sales of other agricultural products in the district and promoted leisure agriculture featuring bed and breakfasts (B&Bs), camping and rural cuisine.

Peach farmers in Pinggu are selling peaches online since 2017. A professional team was set up to teach farmers to sell their peaches with mobile phones and transform the local peach industry into a modernized internet-plus business.

Peach sales via e-commerce across Pinggu stood at 25 million kg in 2021. Zhang Guorong a leady peach seller from Pinggu sells 70kg of peaches per day with live streaming on her smartphone during the peach season from July to October.Â Â

The online demand for peaches has also boosted the development of the local logistics industry. Many logistics giants, such as SF Express and China Post, have been brought in, thus slashing the delivery fees. According to Xiong Yujin, director of Pinggu's e-commerce service centre, this year from January to July, the district saw a total of 2.34 million express deliveries of peaches, up 20 per cent year on year.

With government support, Pinggu started building itself into an agricultural innovation hub last year, focusing on the modern seed industry, biotechnology, smart farming and food safety.