



**U.S.
COMMERCIAL
SERVICE**

United States of America
Department of Commerce

U.S. COMMERCIAL SERVICE

AMERICA'S EXPORT EXPERTS

RURAL EXPORT CENTER



ANNUAL REPORT

FY23



INTERNATIONAL
TRADE
ADMINISTRATION



**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

**Rural
Export
Center**

OUR VALUE

The Rural Export Center (REC) was created in 2020 to provide timely and differentiated research, with unique tools and analysis for actionable recommendations that help rural exporters identify new buyers, markets, and strategies in international markets. [Learn more about the REC.](#)

WHY A RURAL EXPORT CENTER?

Rural U.S. companies overall are located great distances from information, contacts, gateways, and services that facilitate export success, so they are often less proactive in pursuing exporting.

What keeps so many capable US firms from aspiring to exports?

Knowledge • Confidence • Connections

HOW WE ASSIST RURAL EXPORTERS

The REC empowers rural exporters by reducing the cost and complexity of growing international sales. Its **RAISE** (Rural America's Intelligence Service for Exporters) market research delivers actionable market intelligence and its WGR (Website Globalization Review) delivers proven digital analytics and e-commerce strategies.

With this customized market intelligence in hand, rural exporters can approach the world with data-driven strategies, confidently expanding into new global export markets.

An increase in the FY23 budget by Congress led to the creation of eight regional Rural Export Center offices for rural outreach.

The **National REC**, located in **Fargo, North Dakota**, continues to specialize in conducting customized market research designed to guide rural U.S. companies toward the most opportune export markets.



Enybe Diaz
Charleston, West Virginia



Joseph Doyle
Louisville, Kentucky



Maryse Holly
Jackson, Mississippi



Jose Maciel
Des Moines, Iowa



Alexander Hall
Fargo, North Dakota



Mayra De La Canal
Midland, Texas



Dijana Mitrovic
Las Vegas, Nevada



Jennifer Verdon
Boise, Idaho



The National Rural Export Center (REC), located in Fargo, North Dakota, was created in 2020 to help rural U.S. companies overcome barriers to exporting.



The U.S. Commercial Service leverages its unique global network, both in the U.S. and overseas, to help rural companies expand into new markets.

OUR TEAM



Heather Ranck
Director



Joshua Erickson
Program Manager



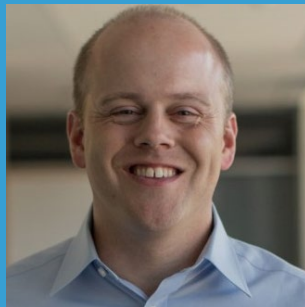
Kate Best
Research Analyst



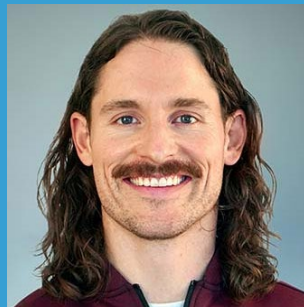
Summer Kersick
Research Analyst



Elizabeth Krekel
Research Analyst



Darin Stromstad
Research Analyst



Brock Gion
Research Assistant



Andrea Nisely
Research Assistant



Ashley Wills
Research Assistant

MISSION

"To empower rural U.S. companies to thrive in international markets through actionable market intelligence and global connections."



412

Reports Paid



358

Reports Delivered

Most Popular Option = Matrix + 3 Country Reports



200

Matrix + 3 Country Reports



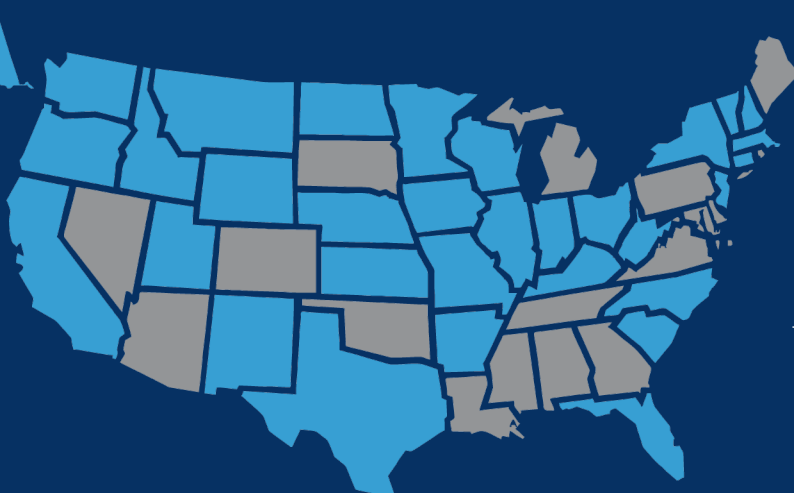
6,545

Companies Assisted Through
Education & Research



149

Unique Companies Assisted
Through RAISE Research



32

States Served



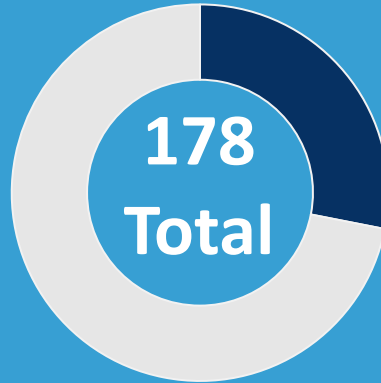
The RAISE Matrix has helped Tribal Tea Company identify markets across the world that we otherwise would not have been able to tap into. The Rural Export Center's research has created new opportunities for our business and will help guide our future export decision-making efforts. It has been exciting to learn about the top countries for Tribal Tea to partner with and how we can be part of those markets.

- Molly Roe, Account and Brand Manager, Tribal Tea Company,
Winnebago, NE

REC Research Reports

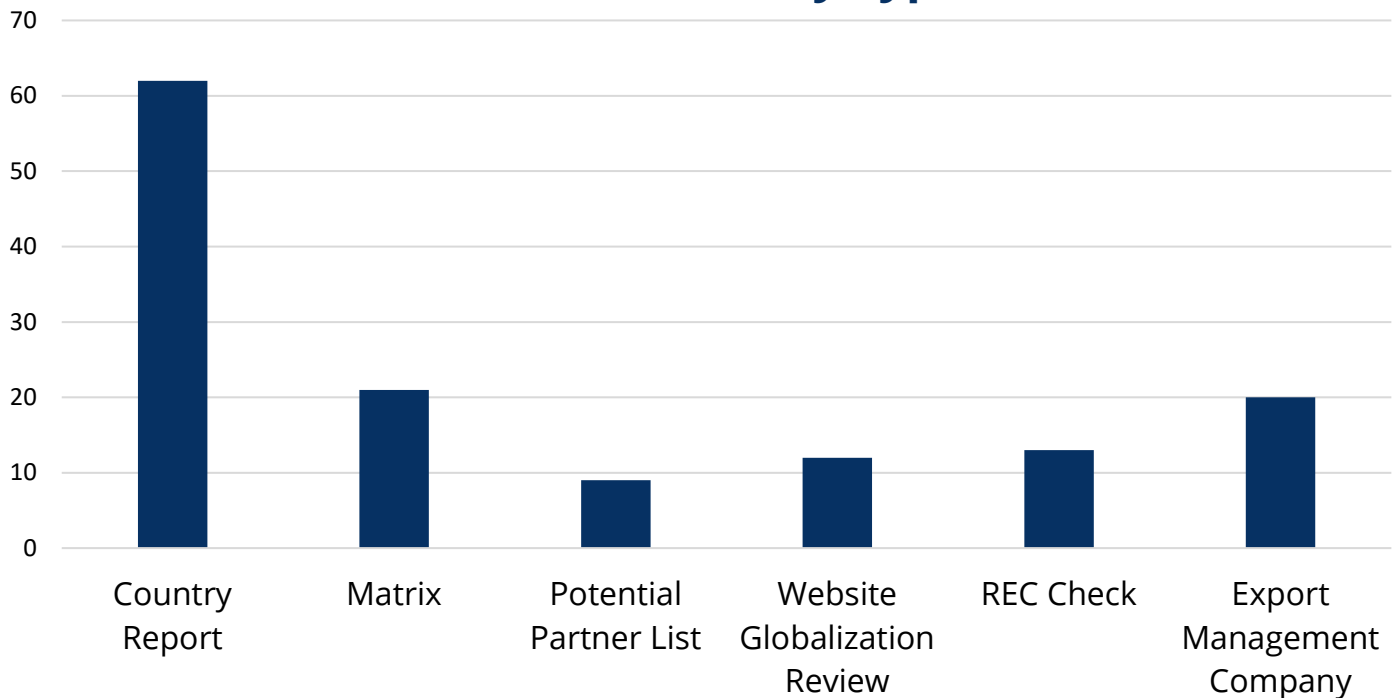


Completed
128



In Progress
50

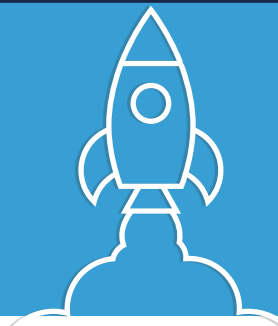
REC Research by Type



Launched 2 NEW Services

REC Check

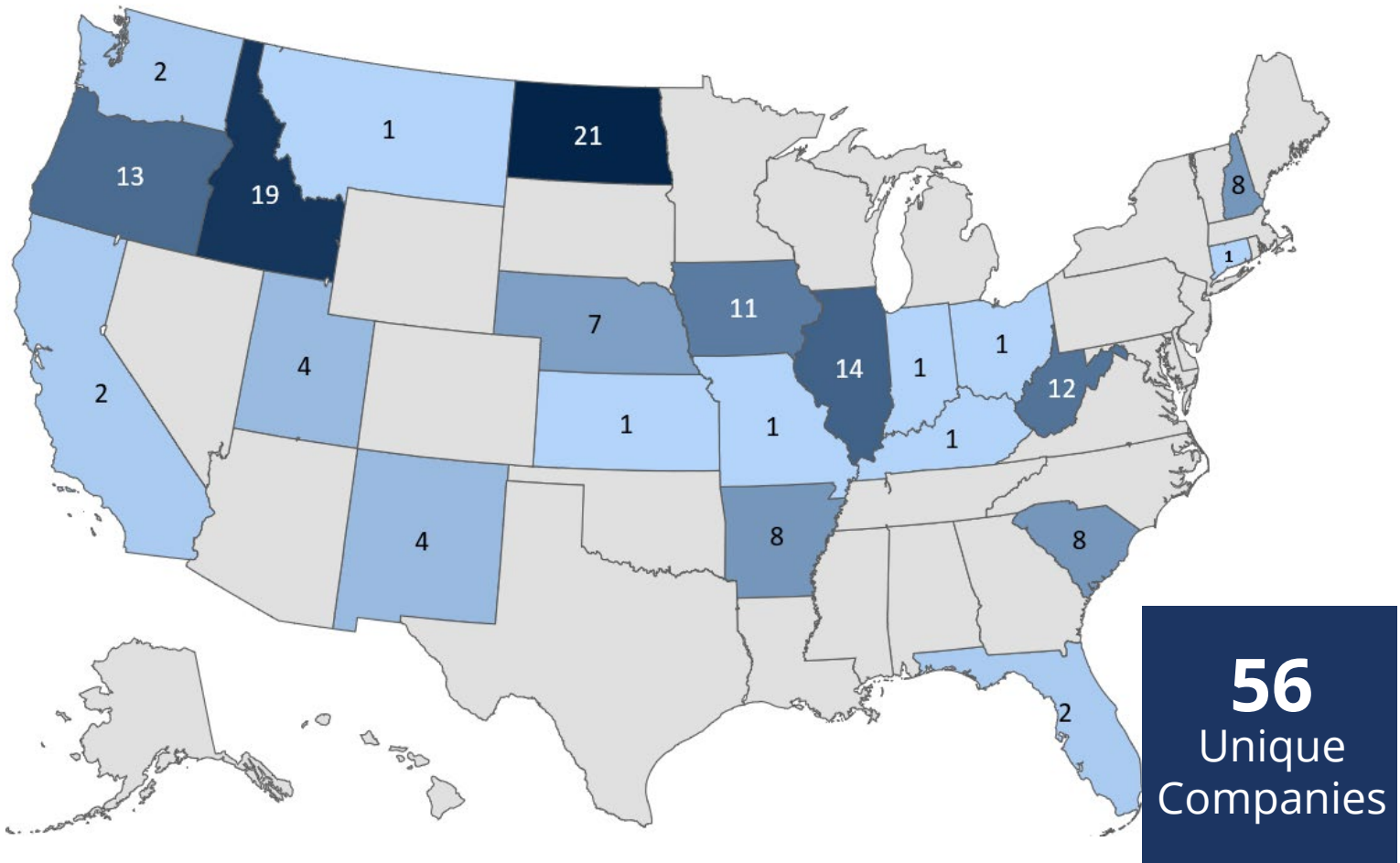
A quick background report on a potential partner to highlight any red flags or concerns.



EMC Directory

A list of U.S. companies that can help develop overseas distribution channels for companies.

142 Reports Ordered Across 22 States In FY 23



FY23 INDUSTRIES REPRESENTED

Aerospace
Agribusiness
Agricultural Equipment
Apparel
Beverages
Building Products

Construction Equipment
Consumer Goods
Cosmetics
Defense
Education
Electronics

Furniture
Information and Communications Technology
Machinery and Tools
Oil and Gas
Software

Working with USCS Staff Around the World

Polling is a step between the Matrix and Country Report research where overseas U.S. Commercial Service (CS) offices share quick feedback about the market potential for the company. **Companies make better decisions** about exporting when pairing customized research with on-the-ground insights.



67

Number of Countries Polled



323

The Number of Times CS Offices
Have Been Polled

Top Countries Selected for Polling

Germany
and the UK
(tie)

France

Mexico

Australia

How The REC Leverages Foreign Commercial Service (FCS) Offices



Pre-research feedback
(Polling)



Background on potential
partners for U.S. companies



Read-through of research
reports

Increased integration means companies
can easily progress to in-country action.



2

The Average Number of Additional
CS Services After RAISE per Company



72 REC REPORTS
SUPPORTED BY STEP FUNDS¹

42 REC REPORTS
SELF-FUNDED BY RURAL COMPANIES

28 REC REPORTS
*FREE OF CHARGE



*New services – REC Check and EMC Directory – were provided for free during their trial phase.



I have to say that this is the best research that I have ever seen regarding exporting our products. Your team did an excellent job explaining the Matrix and how you came to your recommendations. ASI will come back to have this updated in the future as this is the best tool for looking at future markets. This is the only tool that I have seen where you have clear, concise data along with explanations of the data and scores.

- Jonathan Szucs, President, Advanced Superabrasives, Inc.,
Mars Hill, NC



Read more about our clients' success at
www.trade.gov/rural-successes



¹The Small Business Administration's State Trade Expansion Program (STEP) provides financial awards to state and territory governments to assist small businesses with export development.



Rural Export Center

CONNECT WITH THE REC



Contact Us at
Rural@trade.gov



Learn More About Us at
Trade.gov/rural-export-center



Connect with Us at
www.linkedin.com/company/rural-export-center/

”

If there is a shred of interest in exporting, trust that the team at the Rural Export Center will help provide you with the information needed to make the best decision for your company. I feel like we now have a true partner that's invested in our exporting success!

- Jennifer Lastra, Co-Founder & CEO, 360 Immersive,
Boise, ID



INTERNATIONAL
TRADE
ADMINISTRATION

