



U.S. COMMERCIAL SERVICE

AMERICA'S EXPORT EXPERTS

U.S.
COMMERCIAL
SERVICE

United States of America
Department of Commerce

RURAL EXPORT CENTER



ANNUAL REPORT

FY24



INTERNATIONAL
TRADE
ADMINISTRATION



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. REC 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. These regional offices have already assisted 389 rural clients in FY24.

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



Alexander Hall
Fargo, North Dakota



Joseph Doyle
Louisville, Kentucky



Mayra De La Canal
Midland, Texas



Maryse Holly
Jackson, Mississippi



Dijana Mitrovic
Las Vegas, Nevada



Vacant
Des Moines, Iowa



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



Joshua Erickson
Director



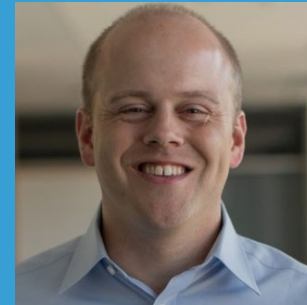
Kate Best
Program Manager



Summer Kerkick
Research Analyst



Elizabeth Krekel
Research Analyst



Darin Stromstad
Research Analyst



Andrea Nisely
Research Analyst



Ashley Wills
Research Analyst

MISSION

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



524

Reports Paid



482

Reports Delivered

Most Popular Option = Matrix + 3 Country Reports



232

Matrix + 3 Country Reports



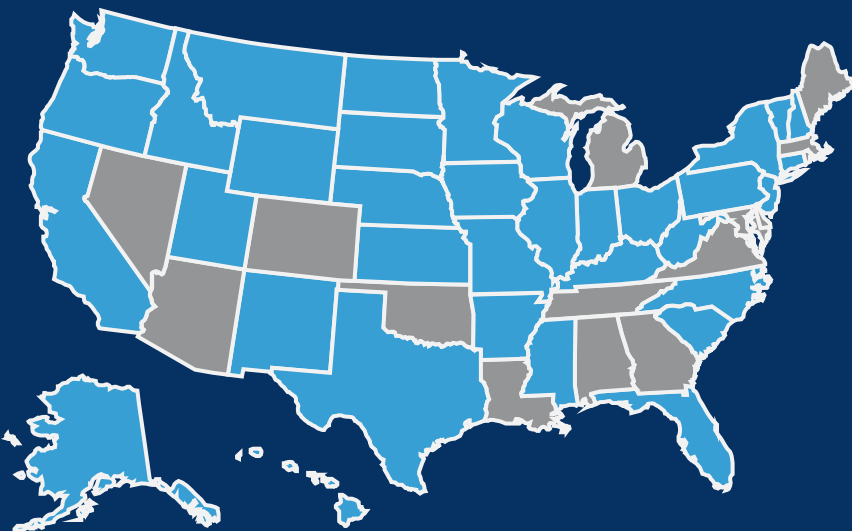
12,596

Companies Assisted Through
Education & Research



193

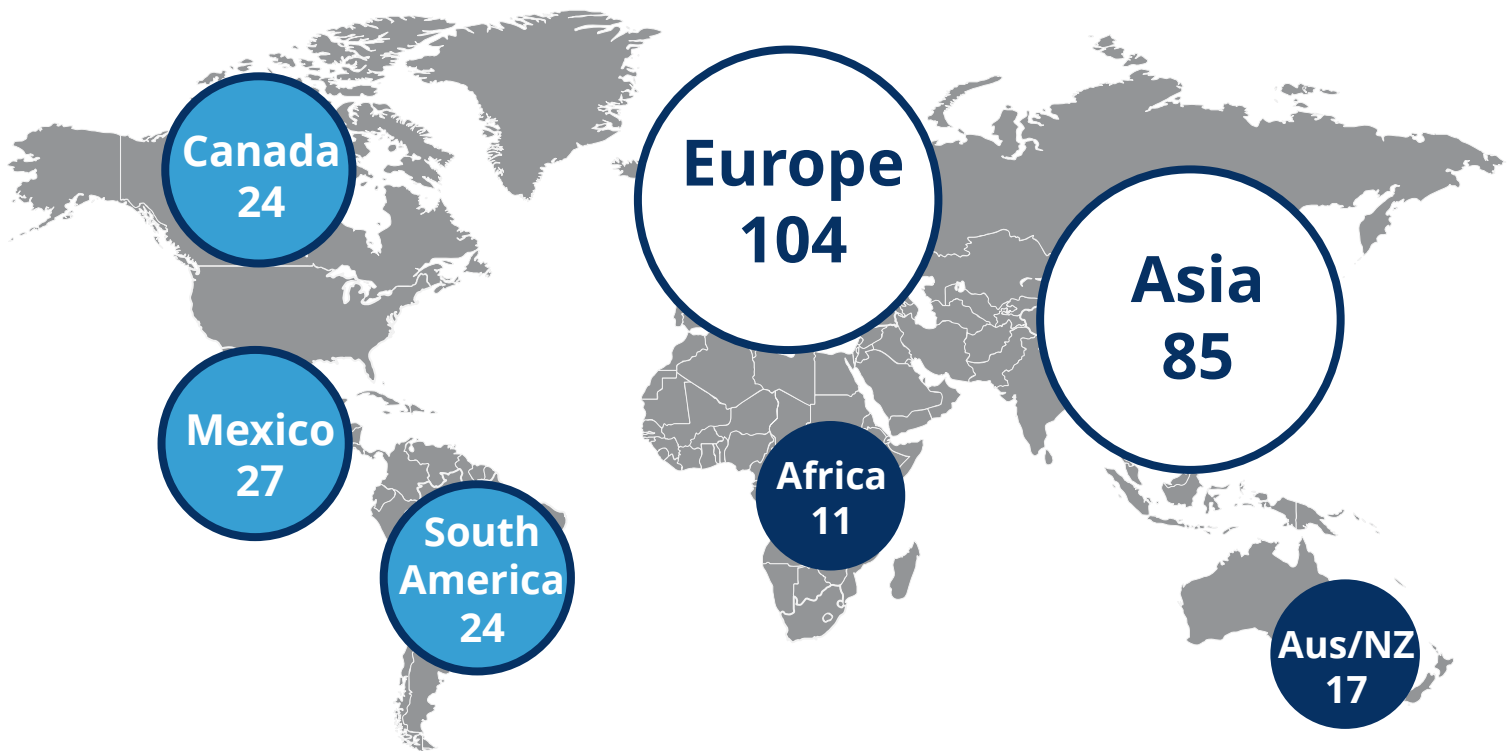
Unique Companies Assisted
Through RAISE Research



35

States Served

Number of Reports



“The whole research process with the Rural Export Center has been educational. We read the papers, but it’s nice to have information that is targeted to the very field that we’re working in.”

– Ryan Bernard, President, St. Mary’s School

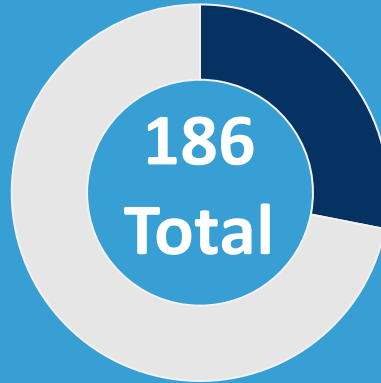
“The information in the Country Reports is invaluable to us as administrators to be able to lay things out for our board of trustees. Without having data to guide the conversation, planning new international programs can feel a bit like ‘Pin the Tail on the Donkey.’”

– Frank Phillips, President Emeritus, St. Mary’s School

REC Research Reports

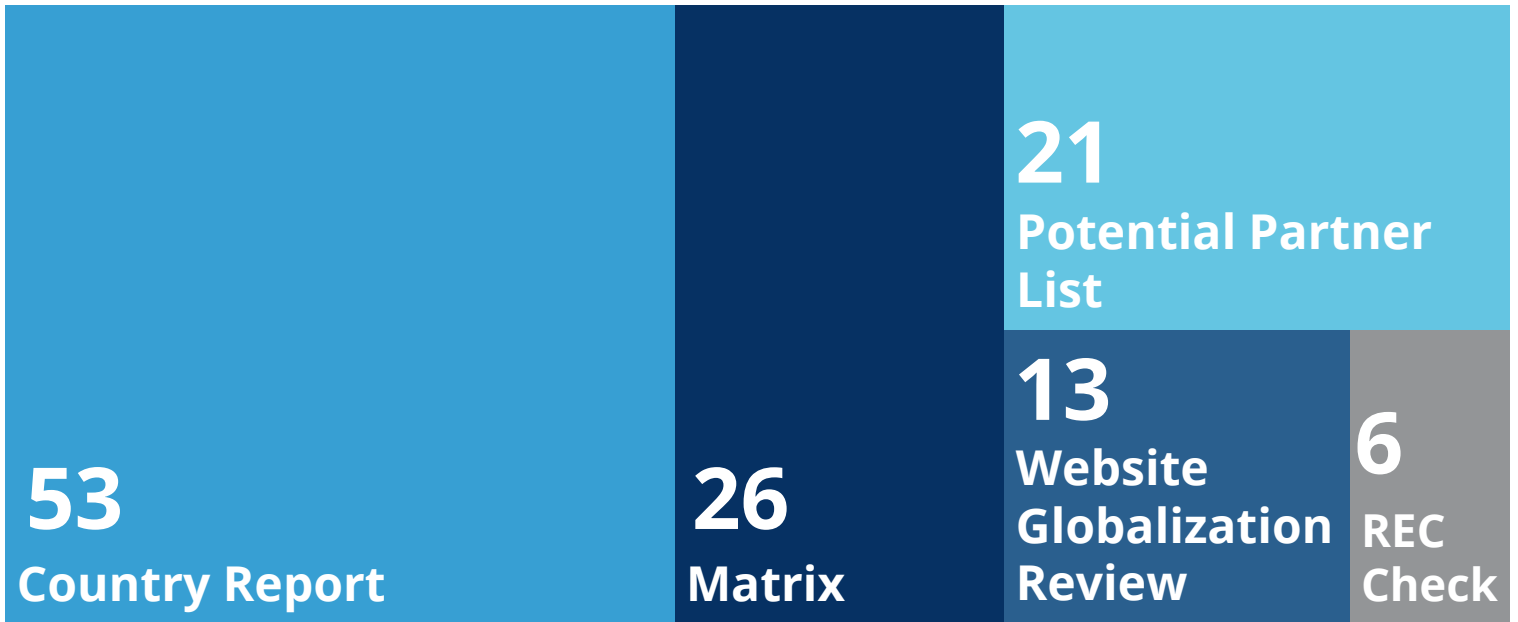


Completed
124

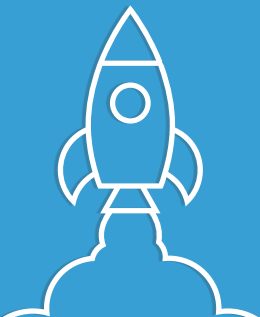


In Progress
62

Completed REC Research by Type



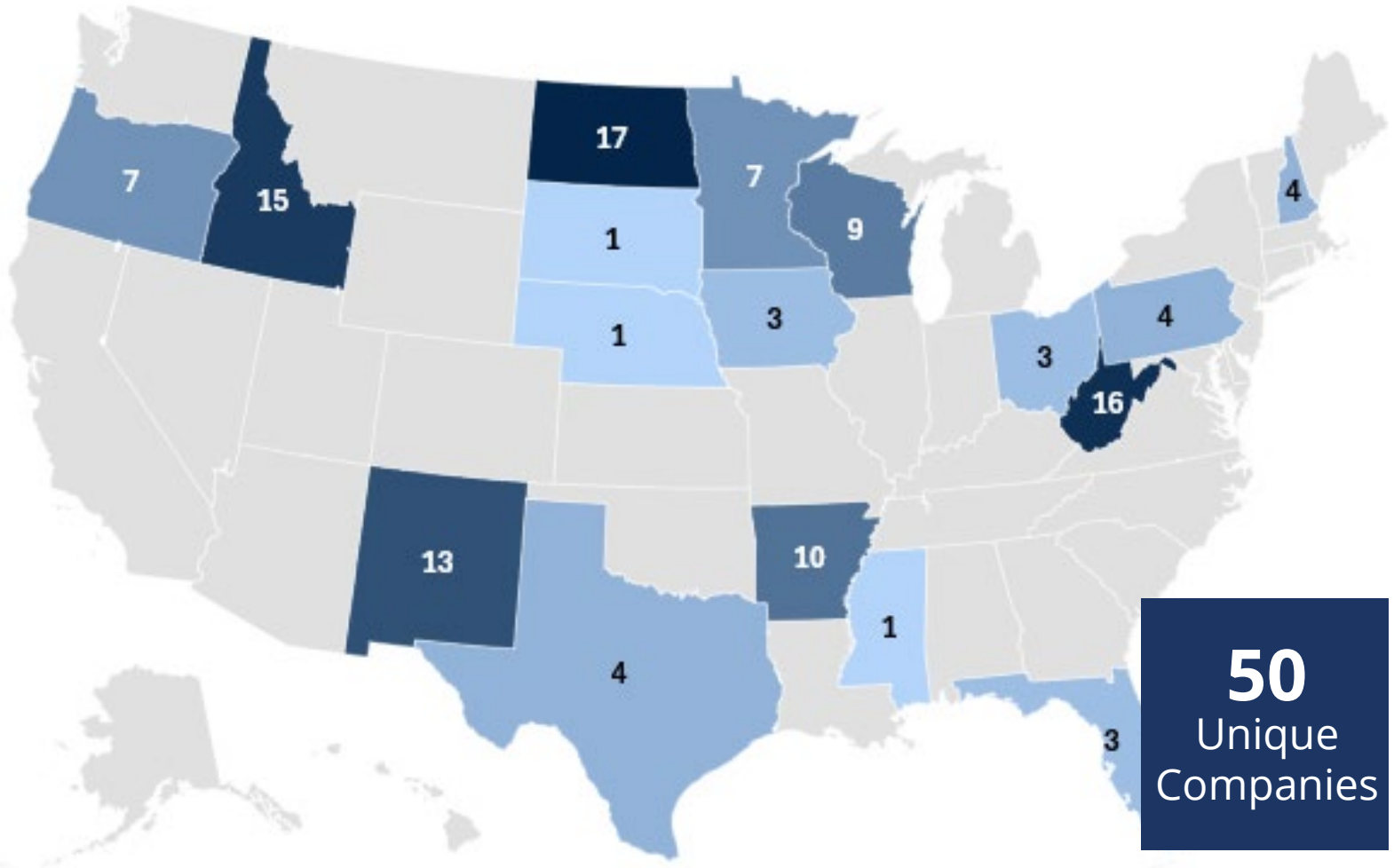
Export Success from the Export Management Company Directory



“The EMC Directory has not only been phenomenal in boosting my company’s efforts in finding manufacturers, but it has also been a vital service for companies looking to increase their global footprint.”

Terrence Delaney, dalakar hill, ltd.

117 New Reports Ordered Across 17 States In FY 24



FY24 INDUSTRIES REPRESENTED

- Aerospace
- Agribusiness
- Agricultural Equipment
- Apparel
- Automotive
- Building Products
- Chemicals
- Consumer Goods
- Defense & Security
- Education
- Information Technology
- Logistics
- Machinery & Tools
- Medical Devices
- Oil & Gas
- Public Safety
- Renewables
- Scientific Equipment
- Software
- Tourism

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.



72

Number of Countries Polled



385

The Number of Times CS Offices Have Been Polled

Top Countries Selected for Polling

United Kingdom

Mexico

Germany

France

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 a REC Service per Company



”



I went through that whole Matrix, and I pulled a bunch of information. I'm putting together a strategic plan right now based off [the Matrix].

– Beth Riley, Director of the Ivanhoe International Center at South Dakota Mines

It confirms that we're targeting the right countries.

– Suzi Aadland, Specialist at the Ivanhoe International Center at South Dakota Mines

”



Every report has been paired with easy-to-understand instructions on how to resolve issues allowing for the greatest return on investment.

By implementing the straightforward suggestions provided by the Rural Export Center staff, we have created an employee that works 24 hours a day. Increasing our website's visibility and user friendliness has directly led to potential projects in novel markets that include Nigeria, Italy, Dominica, and Peru.

– Brittany Scott, CEO
SMART Reproduction Services



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





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/



The international market analysis provided by the REC proved to be informational and strategically valuable to our export efforts. We continue to generate new export scenarios months after the service was initially performed, thanks to the ability to look at the data in many different ways and with emphasis on a variety of variables that impact our market success. The U.S. Commercial Service continues to be an important member of our export efforts.

- Ray Garvey, Export Manager of Grasshopper Mowers



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