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.

Rural American companies are located great distances from information, contacts, gateways and services that facilitate export success, so they are often less apt to pro-actively pursue exporting. What keeps so many capable US firms from exporting more pro-actively? Three key ingredients – knowledge, confidence and connections.

The REC removes these three barriers and empowers rural exporters by reducing the cost and complexity of growing international sales. Their RAISE (Rural America’s Intelligence Service for Exporters) market research delivers actionable market intelligence and their WGR (Website Globalization Review) delivers proven digital analytics and ecommerce strategies. With this customized market intelligence in hand, rural exporters approach the world with knowledge and data-driven strategies, propelling their expansion into new global export markets.
The Rural Export Center (REC), located in Fargo, North Dakota, was created in 2020 to assist rural companies overcome barriers to export.

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 STAFF**

Heather Ranck  
Director

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**NOTE FROM THE REC DIRECTOR**

“In FY22, the Rural Export Center delivered high-quality research and information to rural American exporters, working on 117 reports for companies from 15 states, with 7 states as first-time RAISE users. We delivered 31 training sessions on topics such as Due Diligence, Data Tools and Website Globalization. The Rural Export Center was recognized with 3 awards, and we have published 38 articles to the REC website, celebrating the best practices and success of America’s hard-working rural exporters.”

- Heather Ranck, Director, Rural Export Center, U.S. Commercial Service
FY22 - AT-A-GLANCE

**FY22 Completed**
- 99

**FY22 In Progress**
- 46

**Total**
- 249

**REC Research Reports**
- 99
- 46

**Paid Reports by Type - FY22**
- WGRs – 12
- Country Report – 40
- Potential Partner List – 6
- Matrix – 19

**Clients Taking Action Related to RAISE**
- 72%

**# of Industries Represented**
- 22

**# of Trainings Delivered**
- 31

**# of Clients Assisted**
- 800

**FY22 States using REC**
- 22

**First-Time REC States**
- 7
This RAISE report for Aviation Specialties Unlimited provided information on a global scale with depth and quality that is the best I've ever seen. It's going to help our international team make educated decisions about markets to pursue, initiatives to take on, and investments to make that will help us grow our company. We will proceed with confidence, knowing that we are acting on a strong foundation of information...The report and recommendations are spectacular! Thank you. Thank you. Thank you!

– Sarah Pokorney, Aviation Specialties Unlimited (Boise, ID)
REC and RAISE provide the research arm that most companies lack the human or capital resources to invest in. It is an affordable strategic opportunity provided to USA companies who wish to begin or grow in exports.

- Joey Ward, Allen Engineering, Paragould, AR
STATES

EXPANDING ASSISTANCE TO RURAL COMPANIES ACROSS THE U.S.

The very extensive Matrix, followed by the 3 Country Reports was nothing short of fantastic. It provided both the initial broad overview (data driven) of the market...and a very in-depth analysis of three countries that were chosen as the top opportunities based on all the data provided. It was a delight to work with the RAISE team throughout the program and be provided with an extensive report that was extremely well presented at the conclusion of the research project.

- Graham Upton, Doron Precision Systems, Binghamton, NY
99 RAISE REPORTS COMPLETED

46 RAISE REPORTS IN PROGRESS

12 WEBSITE GLOBALIZATION REVIEWS COMPLETED

0 WEBSITE GLOBALIZATION REVIEWS IN PROGRESS

FINANCIAL OVERVIEW
DRIVING RESOURCES TO CLIENT SERVICE

STAFFING 90%

TRAVEL .51%

DATABASES 9.4%

SUPPLIES .01%

SPENT $466,870

BUDGET $500,000

PARTICIPATING STATES - FY22
Arkansas
California
Connecticut
Hawaii
Iowa
Idaho
Kansas
Minnesota
Montana
North Carolina
Nebraska
New Hampshire
New Jersey
New Mexico
New York
Ohio
Oregon
South Carolina
Texas
Washington
Wisconsin
West Virginia