

Wisconsin



The potential to grow and make innovative products in rural America is limitless. Since 2009, the Obama Administration has made targeted investments to help rural businesses grow. Through the U.S. Department of Agriculture’s projects in affordable housing, energy efficiency, roads and bridges, and internet access, coupled with loans and grants for rural businesses, the Administration has helped to attract and retain a talented rural labor force, improve connectivity and access to information, move products to market, and make rural communities competitive—**ultimately supporting strong local economies and expanded opportunity for rural Wisconsin families.**

SPOTLIGHT ON LOCAL

In Veroqua, Wisconsin, the Vernon Economic Development Association Corporation used a Rural Business Enterprise Grant to expand the Food Enterprise Center. Housed in an abandoned factory, the Food Enterprise Center houses four local food businesses which have created 20 jobs and expanded market opportunities for more than 20 local food businesses.

Local food sales were valued at \$11.7 billion in 2014. In Wisconsin, USDA has invested in 1,270 local food projects, helping to develop food hubs, small-scale processing, farmers markets and other market opportunities in local food.



GROWING EXPORTS

In 2013, exports of farm and ranch products alone contributed **\$3.2 billion** to **Wisconsin’s** economy.

The President’s Made In Rural America initiative helps rural businesses capitalize on demand for American-made products and identify ways they can participate in global markets.



HOUSING

Access to safe, affordable housing is critical to maintaining the rural labor force. USDA has helped **22,945 Wisconsin families** purchase or repair homes.



CONNECTIVITY

USDA has invested **\$336.9 million** in telecommunications projects serving **rural Wisconsin families**, which has

helped to expand access to state-of-the-art health care, educational, and cultural resources and helps rural businesses compete in the global economy.



WATER

USDA has invested **\$243.1 million** to support efficient water supply, treatment and storage facilities, and

wastewater treatment systems. That investment has **improved the health of thousands of rural Wisconsin families** who now have access to clean water and reliable sanitation.



SUPPORT FOR RURAL BUSINESSES

USDA has made investments to help **386 rural businesses in Wisconsin thrive and grow.**

USDA investments in everything from advanced biofuels manufacturing facilities to food hubs help businesses, many of them small, capitalize on emerging markets for rural-made products. **In rural America, small businesses support one in three jobs.**



RENEWING RURAL MANUFACTURING

The rural economy includes more than products that come from farms.

Rural manufacturing supports

129,949 jobs in Wisconsin. USDA has invested **\$122 million** to help rural manufacturers in **Wisconsin** increase production and capacity.