

North Carolina



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 North Carolina families.**

SPOTLIGHT ON LOCAL

North Carolina’s Sustainable Agriculture Research and Education program secured funding from USDA for a two-year regional project to build capacity of local stakeholders engaged in farm-to-school. State teams from across the region held a “train the trainers” conference, bringing in more than 100 extension professionals to learn how to integrate farm-to-school into their work.

Local food sales were valued at \$11.7 billion in 2014. In North Carolina, USDA has invested in 941 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 **\$4.2 billion** to **North Carolina’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 **47,530 North Carolina families** purchase or repair homes.



CONNECTIVITY

USDA has invested **\$153.6 million** in telecommunications projects serving rural **North Carolina 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 **\$468.1 million** to support efficient water supply, treatment and storage facilities, and

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



SUPPORT FOR RURAL BUSINESSES

USDA has made investments to help **590 rural businesses in North Carolina 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

112,695 jobs in North Carolina. USDA has invested **\$169.5 million** to help rural manufacturers in **North Carolina** increase production and capacity.