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### **USDA Awards \$110,000 Rural Development Grant to Los Rios' Center for International Trade Development**

**SACRAMENTO** -- The Center for International Trade Development, an arm of the Los Rios Community College District, has been awarded a \$110,000 federal grant to provide export assistance to small and emerging private businesses in rural Northern California.

The U.S. Department of Food and Agriculture awarded the grant through its Rural Business Enterprise Grant Program. The USDA's rural development funds are intended to help implement and facilitate President Obama's "Made in Rural America" export and investment initiative.

The USDA's Northern California Central Valley Rural Trade Initiative will target small and emerging private businesses in Butte, Sutter, Tehama and Yuba counties.

The Los Rios District's Center for International Trade Development will work with community colleges and economic and workforce development programs in those four counties to provide rural businesses and entrepreneurs with export readiness training, global market research, export finance support and one-on-one export counseling services.

Center officials estimate that the grant will help spur an estimated \$3 million to \$4 million in new export sales for rural businesses in the four Northern California counties, generating new income revenue and creating and retaining jobs in those rural communities. In addition, Yuba and Sutter counties' agricultural businesses border and cross over into Sacramento and Placer counties, and Center officials say that will create spillover benefits locally.

"These funds will provide the necessary export readiness and assistance services to these small and emerging rural businesses, helping them boost exports and generate new client and income streams," said Brooks Ohlson, director of the Center for International Trade Development.

#### **About the Center for International Trade Development**

The Center for International Trade Development, a branch of the Los Rios District's Workforce & Economic Development Unit, provides businesses and workers with new global business job skills and

export training and assistance, in coordination with the California Community Colleges' Centers for International Trade Development. The Center has hosted numerous trade delegations, participated in trade shows and led trade missions. It was been twice awarded the U.S. President's E Award for Outstanding Export Assistance Organization. For more information, go to: [www.sacramentocitd.org](http://www.sacramentocitd.org).

### **About Los Rios**

The Los Rios Community College District is one of the nation's most respected learning institutions and the second-largest community college district in California, serving the greater Sacramento region. Los Rios includes: American River, Cosumnes River, Folsom Lake and Sacramento City colleges; five major education and outreach centers; and specialized workforce and economic development programs for business, government and organizations. Los Rios colleges offer AA/AS degrees, certificates and transfer education opportunities in more than 70 career fields. The District's 2,400-square mile service area includes all of Sacramento County, most of El Dorado County and parts of Yolo, Placer and Solano counties. About 77,000 students are enrolled in the four colleges. For more information, go to: [www.losrios.edu](http://www.losrios.edu).