Robeson Community College (RCC) is located in rural southeastern NC, a region with a rich agricultural heritage and vibrant Native population. With NAAF funding, RCC offered scholarships to students interested in agriculture careers and provided continuing education classes for farmers, ranchers and growers looking to promote their businesses.

**TECHNICAL ASSISTANCE**

**119** Farmers served

Grantee provided 10 webinars per classroom session, and live support with trained instructors

**1-1** Technical Support

The Business of Farming Instructors and Advisors provided one-to-one technical support to help students learn how to access capital and COVID relief loans and grants.

- Robust training tools to use for outlining business plans, cash flow projects, and cash flow management

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**ACCESS TO CAPITAL**

$85 k in Grants and loans

Over **$85,000** was provided to 6 Native students (8 students total) via grants and small business lending.

3 Access to Capital Pop-Up Events hosted in the Farm School Mobile Unit.
81 students in the program
21 agribusinesses assisted with startup
99% of students reported increases in knowledge

Business of Farming in Indian Country Facebook (FB) page established
extensive marketing and outreach far exceeded expectations with a strong online presence and farm community support that grows daily.

Program Impacts
- 81 students in the program
- 21 agribusinesses assisted with startup
- 99% of students reported increases in knowledge

Program Impact Numbers

119 Farmers
84 Community Producers
81 Students

Total Reach: 32,000
FB Paid Ad Reach: 207,836
FB Page Visits: 1,341
FB Page Impressions: 377,000
Access to Capital Online Events: 865 Followers

Note: Paid ad reach represents the potential number of people reached through advertising. A media impression is a comprehensive calculation of the number of people who have heard about your company through recommendations, ads, etc, within a given time period. And reach is the total number of people who see your content. Visits show the total number of people actually visiting a website.