



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

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.

PROGRAM IMPACT NUMBERS



119
Farmers



84
Community
Producers



81
Students

Program Impacts

- 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.

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.

