

119TH CONGRESS
1ST SESSION

S. 2456

To establish rural export centers, and for other purposes.

IN THE SENATE OF THE UNITED STATES

JULY 24, 2025

Ms. KLOBUCHAR (for herself, Mr. HOEVEN, Ms. SMITH, and Mr. CRAMER)
introduced the following bill; which was read twice and referred to the
Committee on Banking, Housing, and Urban Affairs

A BILL

To establish rural export centers, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Promoting Rural Ex-
5 ports Act of 2025”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) Rural businesses are often located far from
9 information clusters and major transportation cor-
10 ridors.

1 (2) Because of their location, rural businesses
2 face higher barriers to accessing international mar-
3 kets.

4 (3) A dedicated National Rural Export Center
5 within the United States and Foreign Commercial
6 Service, and regional rural export centers, providing
7 business- and product-specific support can help com-
8 panies in the United States looking to export their
9 products.

10 **SEC. 3. ESTABLISHMENT OF RURAL EXPORT CENTERS.**

11 (a) DEFINITIONS.—In this section:

12 (1) ASSISTANT SECRETARY.—The term “Assist-
13 ant Secretary” means the Assistant Secretary of
14 Commerce and Director General of the United
15 States and Foreign Commercial Service appointed
16 pursuant to section 2301(a)(2) of the Export En-
17 hancement Act of 1988 (15 U.S.C. 4721(a)(2)).

18 (2) COMMERCIAL SERVICE.—The term “Com-
19 mercial Service” means the United States and For-
20 eign Commercial Service established under section
21 2301(a)(1) of the Export Enhancement Act of 1988
22 (15 U.S.C. 4721(a)(1)).

23 (b) ESTABLISHMENT OF THE NATIONAL RURAL EX-
24 PORT CENTER.—

1 (1) IN GENERAL.—Not later than 180 days
2 after the date of the enactment of this Act, the As-
3 sistant Secretary shall establish a National Rural
4 Export Center for the purpose of providing busi-
5 nesses located in rural areas in the United States
6 with resources to help those businesses export their
7 products.

8 (2) LOCATION OF THE NATIONAL RURAL EX-
9 PORT CENTER.—

10 (A) IN GENERAL.—The National Rural
11 Export Center shall be established at an office
12 of the Commercial Service in the United States
13 in existence before the date of the enactment of
14 this Act.

15 (B) CRITERIA FOR SELECTING LOCA-
16 TION.—In selecting a location for the National
17 Rural Export Center, the Assistant Secretary
18 shall give preference—

19 (i) based on expertise and operations
20 at Commercial Service offices that support
21 rural businesses exporting to new markets
22 before the date of the enactment of this
23 Act; and

24 (ii) to such offices not located in
25 major metropolitan areas.

1 (C) LOCATION OF STAFF.—Any researcher
 2 or staff directly supporting the operation of the
 3 National Rural Export Center shall be pri-
 4 marily based at the National Rural Export Cen-
 5 ter.

6 (c) ESTABLISHMENT OF REGIONAL RURAL EXPORT
 7 CENTERS.—

8 (1) IN GENERAL.—Not later than 1 year after
 9 the date of the enactment of this Act, the Assistant
 10 Secretary shall establish not more than 9 regional
 11 rural export centers for the purposes of providing
 12 businesses located in rural areas within their regions
 13 with resources to help those businesses export their
 14 products.

15 (2) SUBORDINATION.—The programs, activities,
 16 and expenditures of the regional rural export centers
 17 shall be subordinate to and delegated by the Na-
 18 tional Rural Export Center.

19 (d) EXPORT CENTER OPERATIONS.—

20 (1) IN GENERAL.—The National Rural Export
 21 Center and regional rural export centers shall—

22 (A) provide in-depth, customized, and ac-
 23 tionable market research services that—

24 (i) a business may opt into based on
 25 need; and

1 (ii) are—

2 (I) focused on actionable and
3 measurable results for a business;

4 (II) business- and product-spe-
5 cific;

6 (III) based on high-quality data,
7 including data from international
8 trade association subscription data-
9 bases; and

10 (IV) based on market analysis
11 and export services of the Commercial
12 Service available before the date of
13 the enactment of this Act, including
14 the Rural Export Center Research
15 Program; and

16 (B) conduct strategic planning and export
17 support services for rural businesses as needed.

18 (2) MEASURE OF EFFECTIVENESS.—To meas-
19 ure the effectiveness of the National Rural Export
20 Center and regional rural export centers, the centers
21 shall collect and make available data on—

22 (A) the number of businesses that sign up
23 for market research assistance;

1 (B) the number of export assistance serv-
2 ices a business engages in following the re-
3 search assistance, including—

4 (i) trade shows;

5 (ii) trade missions; and

6 (iii) other services facilitated by the
7 Commercial Service; and

8 (C) the total monetary value of exports fa-
9 cilitated by the services provided by the centers.

10 (3) WEBSITES.—The National Rural Export
11 Center and each regional rural export center shall
12 maintain an internet website that includes—

13 (A) data collected by the center;

14 (B) best practices for rural businesses be-
15 ginning to evaluate export opportunities; and

16 (C) appropriate contact information for
17 staff at the center.

○