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# Rural Vision Week 2040

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**NCBA** CLUSA  
The National Cooperative Business Association • CLUSA International

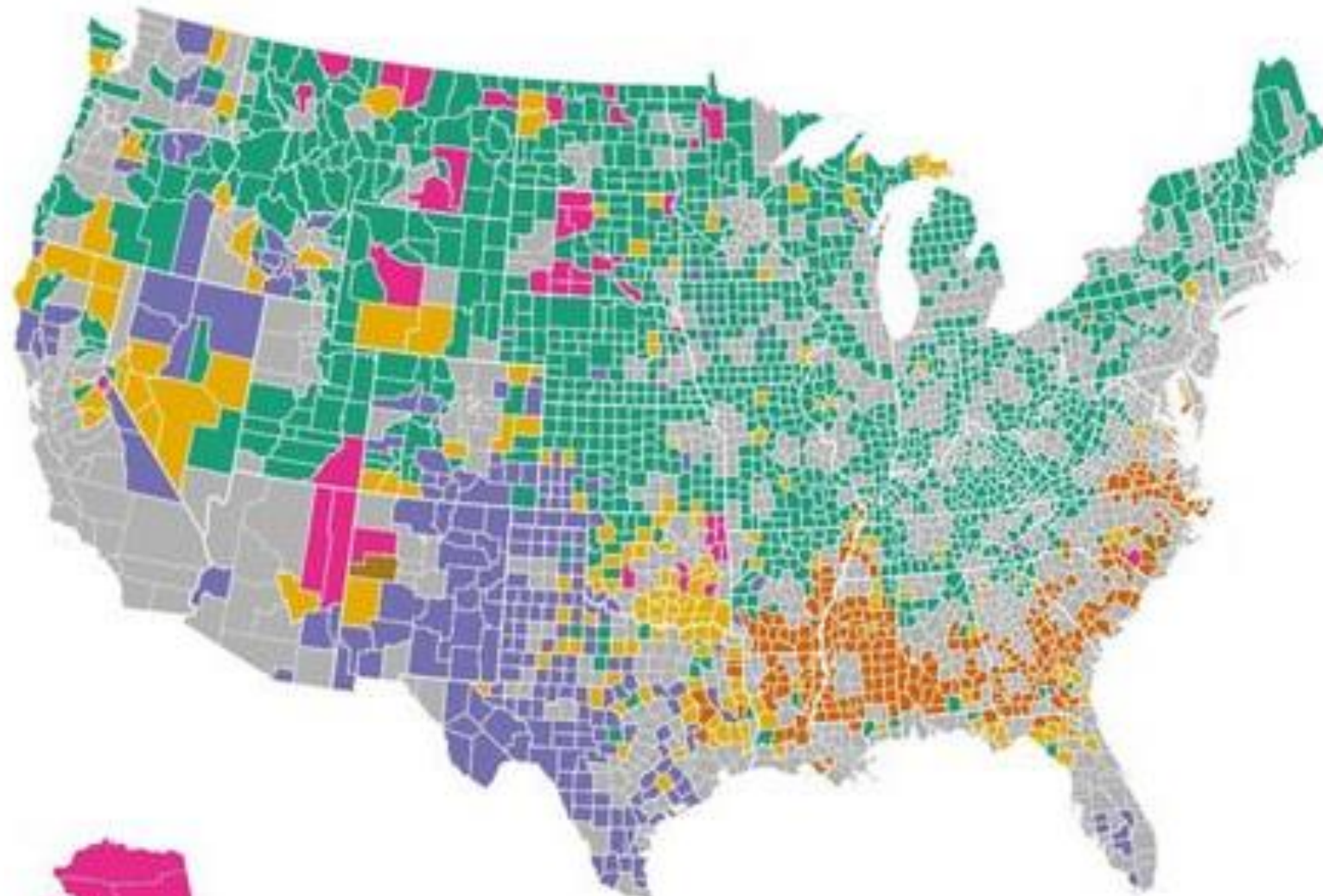


## Who we are

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As the national voice of cooperative businesses in the United States, NCBA CLUSA seeks a more inclusive economy by providing cross sector collaboration, thought leadership, advocacy and **support for cooperative businesses to create a stable, equitable, sustainable and growing economy.**

- Apex membership association for US cooperatives.
- Mission to advocates for and promote cooperatives with policy makers and the public.
- Vision of putting co-ops in the center of the conversation around building a more inclusive economy
- Members are cooperatively owned businesses in all sectors of the economy.
- 501 (c) 6 business association



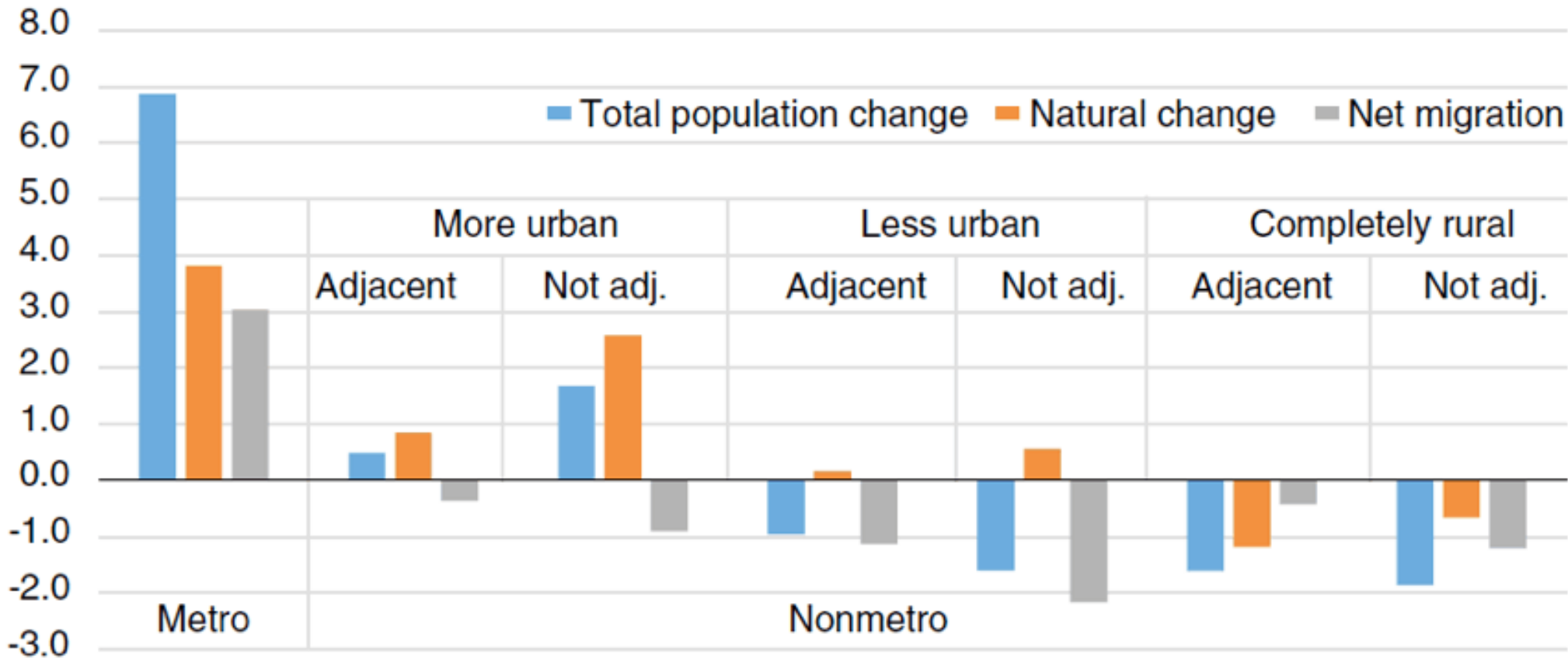
## United States Rural Demographics

### Legend

- Rural & >20% Non-Hispanic Black
- Rural & >20% Hispanic
- Rural & >20% American Indian/Alaska Native
- Rural & >20% Asian/Pacific Islander
- Rural & >20% Non-White (No Single Minority Group >20%)
- Rural & >20% of Multiple Minority Groups
- Rural & >80% White
- Urban

## The highest rates of population loss from 2010 to 2018 were in isolated, completely rural nonmetro counties

Percent change in population across the rural-urban continuum, 2010-18

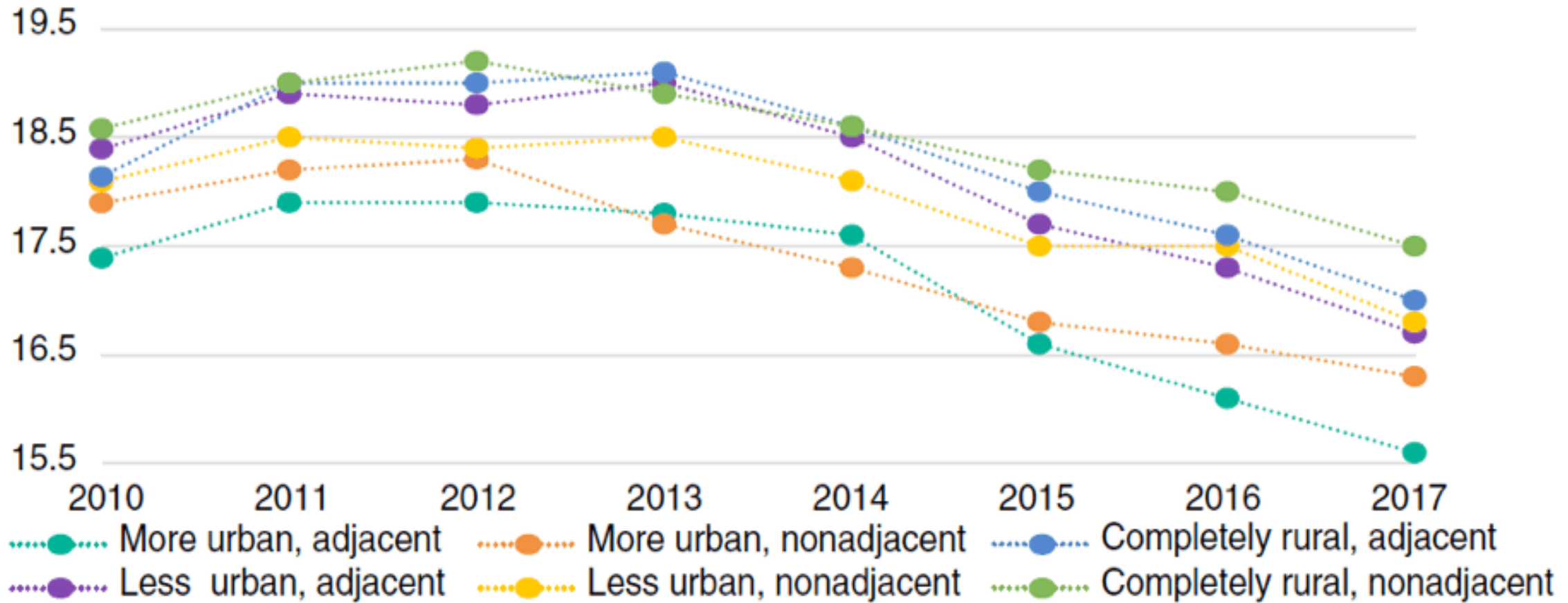


Note: Nonmetro adjacent counties are physically adjacent to one or more metro counties and have at least 2 percent of their workers commuting to metro counties. "More urban" nonmetro counties have an urban population of 20,000 to 49,999, "less urban" nonmetro counties have an urban population of 2,500 to 19,999, and "completely rural" nonmetro counties have an urban population of less than 2,500.

Source: USDA, Economic Research Service using data from the U.S. Census Bureau, Population Estimates Program.

## Poverty rates are highest in the most isolated and rural nonmetro areas

Nonmetro poverty rates across the rural-urban continuum, 2010-2017 (percent poor)

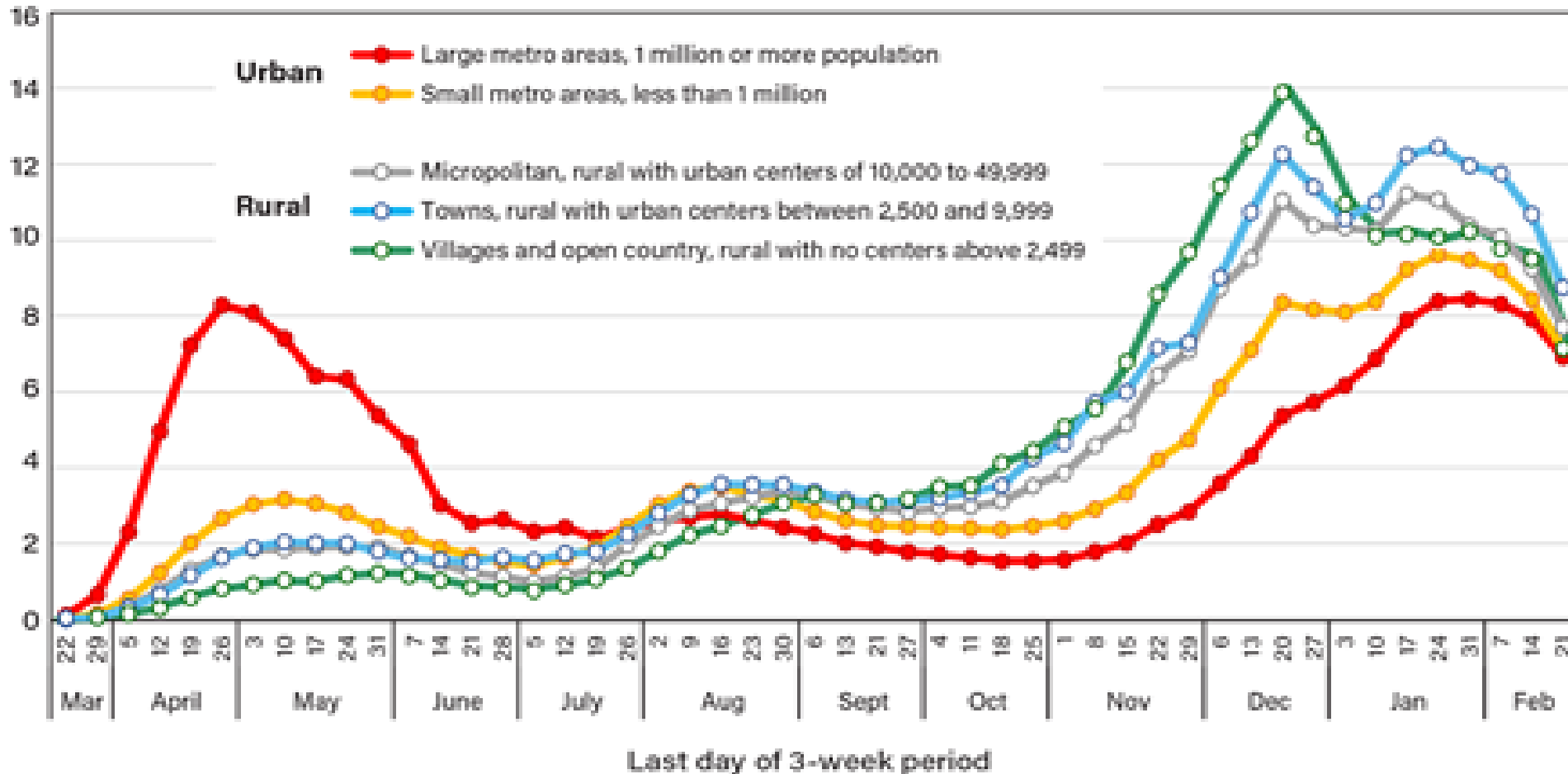


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Source: USDA, Economic Research Service using Census Bureau Small Area Income and Poverty Estimates, 2010-2017.

# Urban (metro), rural (nonmetro) weekly death rates from COVID-19, 2020-2021

## Weekly deaths per 100,000 adults

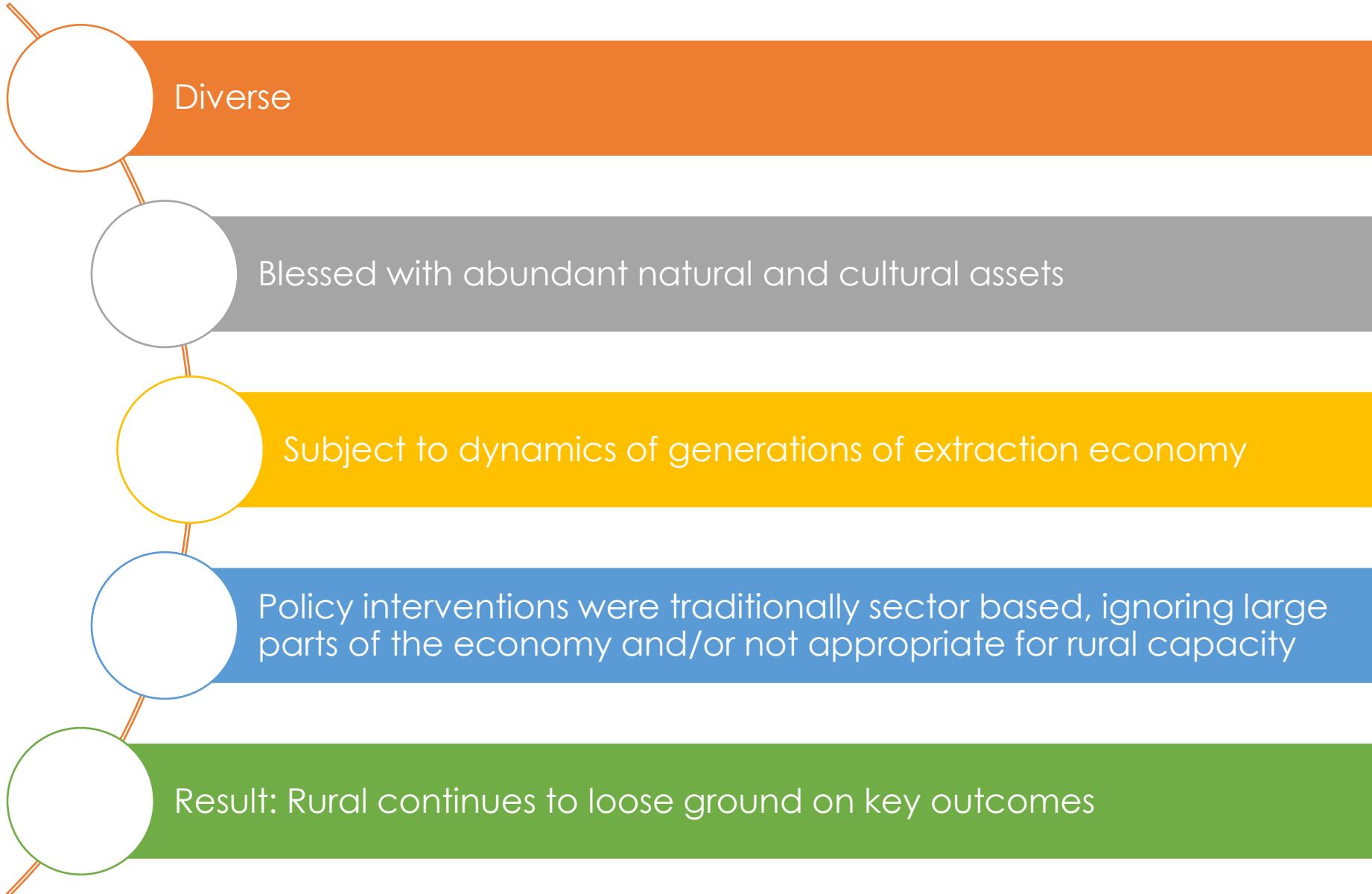


Note: Chart shows a 3-week moving average of new COVID-19 deaths per 100,000 adults ages 20 and older, with weekly rates averaged over the previous 3-week period. Micropolitan includes adjacent rural counties when intercounty commuting is substantial.

Source: USDA, Economic Research Service using data from Johns Hopkins University, replacing missing information with data from the New York Times, "Coronavirus in the U.S." dataset.

# Rural Reality

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# Rural Imperative

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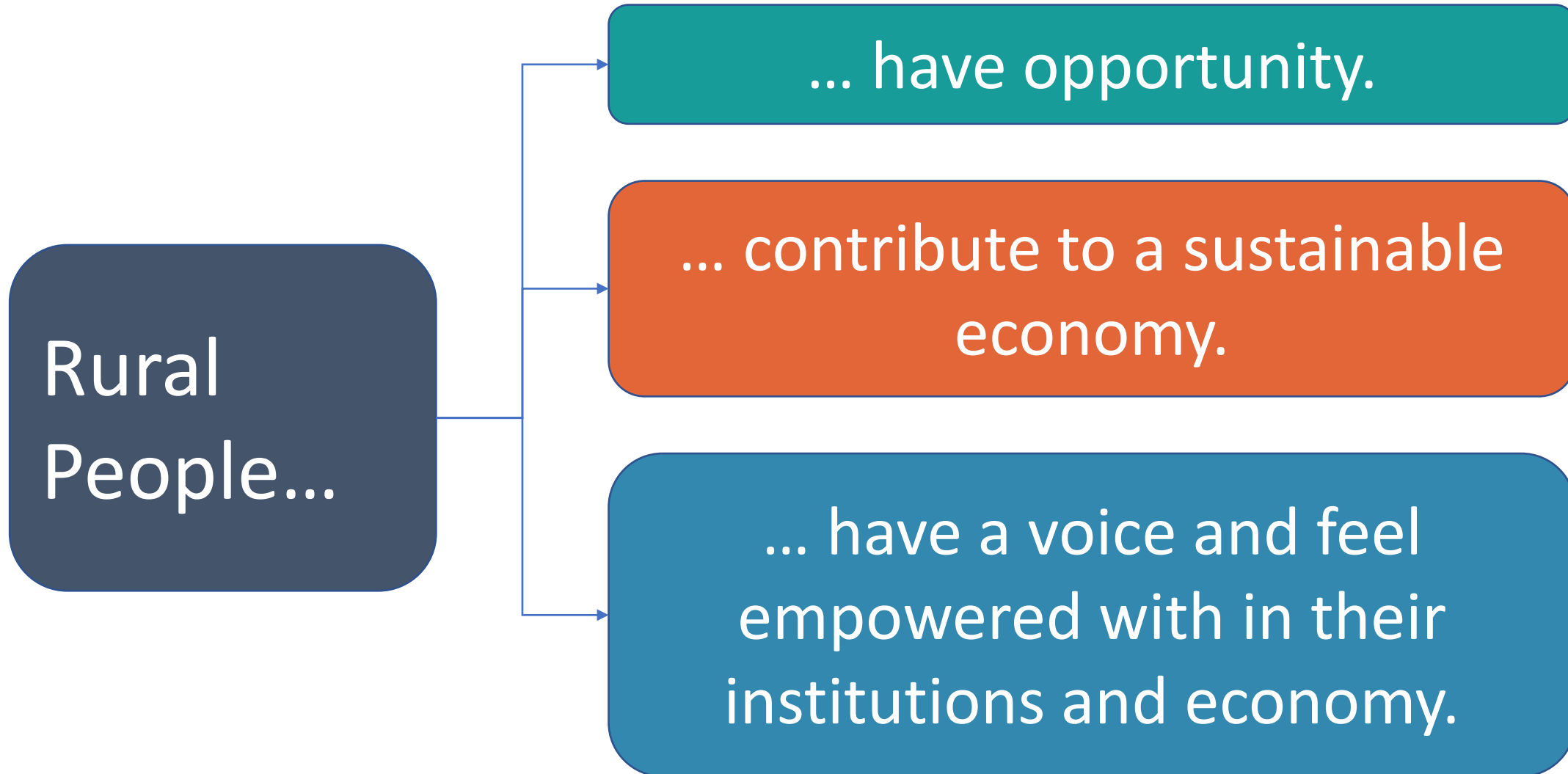
## Why focus on rural policy?

- **Equity.** Rural people deserve economic opportunities just as everyone does.
- **Economy.** Rural has much to offer a sustainable economy (increasing quality of life and climate friendly); without good policy, those assets will not contribute to the overall economy.
- **Stability of Institutions.** If a large part of the population in the community no longer feel that they are part of the social charter, the entire enterprise could crumble.



# Future of Rural

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# Policy Strategies toward the Future

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Rural economies are diverse; **policy interventions must be flexible and tailored** to the rural reality – including increasing racial and ethnic diversity.

**Knowledge** based economy. Rural positioned to gain and lose.

**Data.** More and more, the new strategy for extracting value from rural places will not be based on agriculture and mining: it will be based on data. Rural people must have the ability to control and capture value from data.

**Increase the role of private sector and third sector.** People-centric businesses and associations are more crucial for people to be empowered.

# Example: Cooperatives

The focus of the cooperative is not return on investment, but the service it provides to its members and communities.

- Cooperatives are user owned.
- Cooperatives are user controlled.
- Cooperatives benefit users.



# Benefits of Cooperation

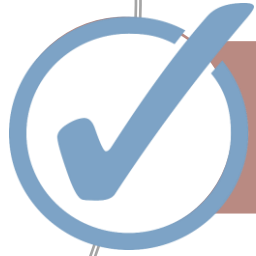
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responsive to its member-owners, and in turn to the local community.



puts power in the hands of community members.



develops, sustains, and grows an organized base of people and leaders who act together through democratic structures.



rooted in the cooperative shared values of equality, equity, and solidarity.

# Thank You!

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