

## **Bette Brand**

### **Administrator, Rural Business-Cooperative Service**

#### **USDA**

Bette Brand serves as the Administrator of the Rural Business-Cooperative Service. She came to USDA after 35 years with Farm Credit of the Virginias, where she most recently served as chief advocate for the agriculture industry and rural businesses, supporting producers at the state and national level and educating policymakers and consumers on agriculture. Prior to this, Brand served as Chief Sales Officer, overseeing the business development of a \$1.6 billion credit portfolio, managing a team of commercial agriculture and agribusiness lenders, and supervising FCV's marketing and branding. She has wide-ranging experience promoting rural communities, having served on the Virginia Agribusiness Council, the Virginia Horse Council, the Virginia Cooperative Council, and the Virginia Foundation for Agriculture in the Classroom.

Since her arrival to USDA in January 2018, Brand has supported the mission of Rural America through a steadfast commitment in helping to improve the economy and quality of life, utilizing effective and efficient customer-focused priorities, with concise objectives increasing access to capital. She enjoys traveling across the country in her official capacity as Administrator to better understand the specific needs of America's diverse rural communities; having discussions with local lenders on best practices so more communities can benefit from the programs offered by Rural Development. Administrator Brand is focused on economic development, building partnerships, streamlining cumbersome processes, and promoting a strong and vibrant American rural economy in 2019.

Administrator Brand has a degree in Animal Science and an MBA from Virginia Tech. She and her husband David live in Roanoke, Virginia and have three grown sons.