



# Exporting Wisconsin Livestock Genetics

International Agribusiness Center

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

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# LIVESTOCK GENETIC EXPORTS

Wisconsin ranks **first** in the export of livestock genetics.

2020 Wisconsin Exports: \$160.25 million

Top Export Markets:

1 – China (27.76%)	\$44.48 million
2 – United Kingdom (15.91%)	\$25.50 million
3 – Brazil (11.95%)	\$19.14 million
4 – Russia (5.78%)	\$9.27 million
5 – Japan (4.46%)	\$7.16 million

2020 U.S. Exports: \$251.42 million

Top Export Markets:

1 – China (21.23%)	\$53.37 million
2 – United Kingdom (11.56%)	\$29.06 million
3 – Brazil (9.6%)	\$24.14 million
4 – Russia (6.67%)	\$16.77 million
5 – Mexico (5.3%)	\$13.34 million



# DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness



Develop an export plan that includes

- ✓ Realistic objectives and measurable goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, <https://www.trade.gov/sample-export-plan>

Also, the Wisconsin Economic Development Center offers ExporTech™, a proven export strategy development program where companies develop a customized export plan.

\*See resources page for additional sample export plan resources



# IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)



SCREEN POTENTIAL  
MARKET OPPORTUNITIES



ASSESS AND SELECT  
THE TOP MARKETS



DEVELOP YOUR STRATEGY  
AND MARKET ENTRY  
PLAN



# INDUSTRY AND PRODUCT CLASSIFICATION

Every product has a unique classification number, known as a harmonized system code, HS Code.

A HS Code is the standard numerical method that is used globally across international trade in order to accurately identify traded products at a basic 6-digit level and 8 or 10-digit levels for country-specific definitions.

A HS code is used by customs authorities in every part of the world in order to allocate the correct rate of duty and tax for each product.



# IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

## Resources:

- [USDA's Food and Agricultural Import and Regulations Standards Reports \(FAIRS\)](#)
- [Global Agricultural Information Network \(GAIN\)](#)



# PREPARING EXPORT DOCUMENTATION

Proper documentation is crucial for exporting livestock genetics.

Please refer to the [APHIS Import/Export website](#) for country-specific documentation requirements and to view the export inspection facilities (EIF) list.

Also, DATCP offers an [Export Certificate Guidelines document](#) that outlines certificates for livestock genetics.

Be sure that documents are *complete and accurate*.



# FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to attract and obtain foreign buyers that are fit for your product(s). Consider the following:



- [U.S. Livestock Genetics Export, Inc. \(USLGE\)](#)
- [USDA International and Domestic Trade Shows](#)
- [DATCP International Agribusiness Center Calendar](#)
- [WEDC Global Trade Ventures](#)





# FOLLOW-UP WITH BUYERS

It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up



# INCREASE MARKET SHARE WITH BRANDED PROGRAM U.S. LIVESTOCK GENETIC EXPORT INC. (USLGE)

Access U.S. Livestock Genetics Export, Inc. (USLGE) Branded Program funds available to private livestock breeders, companies, or cooperatives interested in promoting livestock, semen, or embryo sales by increasing their international marketing efforts. Funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA).

Partial reimbursement (up to 50 percent) of approved activities such as:



- International advertising
- Development, translation & distribution of promotional materials
- Participation in foreign trade shows and exhibitions
- And much more

Learn more by contacting [uslge@uslge.org](mailto:uslge@uslge.org)



## INCREASE MARKET SHARE

The Wisconsin Economic Development Corporation (WEDC) offers an International Market Access Grant (IMAG) that provides funding to support a company's specific export development and deployment strategy with WEDC's international staff providing technical assistance.

More information can be found here, <https://wedc.org/programs-and-resources/global-business-development-program/>



## RESOURCES PAGE

[U.S. Livestock Genetics Export, Inc.](#) – view resources, events and branded program funds

[DATCP International Agribusiness Center](#) – [export certificate guidelines](#)

[Global Agricultural Information Network \(GAIN\)](#) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more

[USDA Foreign Agricultural Service \(FAS\)](#) – export data, world market reports, foreign buyer trade leads, import and regulation standards reports

[U.S. Free Trade Agreements \(FTAs\)](#) – current agreements with the U.S., that provide low or duty-free market assess

[International Trade Administration](#) – sample export plans

[Wisconsin Economic Development Center \(WEDC\)](#) – ExporTech™, export strategy development program

- Eastern Wisconsin: [ExporTech™ | WMEP Manufacturing Solutions](#) Western Wisconsin: [ExporTech™](#) |

[University of Wisconsin - Stout \(uwstout.edu\)](#)



# QUESTIONS?

The International Agribusiness Center Team Is Ready to Help.



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## International Agribusiness Center

[https://datcp.wi.gov/Pages/Growing\\_WI/InternationalAgribusiness.aspx](https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx)

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