

WISCONSIN EXPORTS

Crop and Crop Products



Wisconsin ranks
14th
in the U.S. for crop and
crop product exports.

2021 Exports by Product



Wisconsin ranks **1st** in the U.S. for the export of **ginseng, cranberries (prepared/preserved), and sweet corn (prepared/preserved)**.

Wisconsin's crop export products include vegetables, fruits, nuts, prepared cereals, sauces, lumber, and more.

Top 10 & Targeted Markets

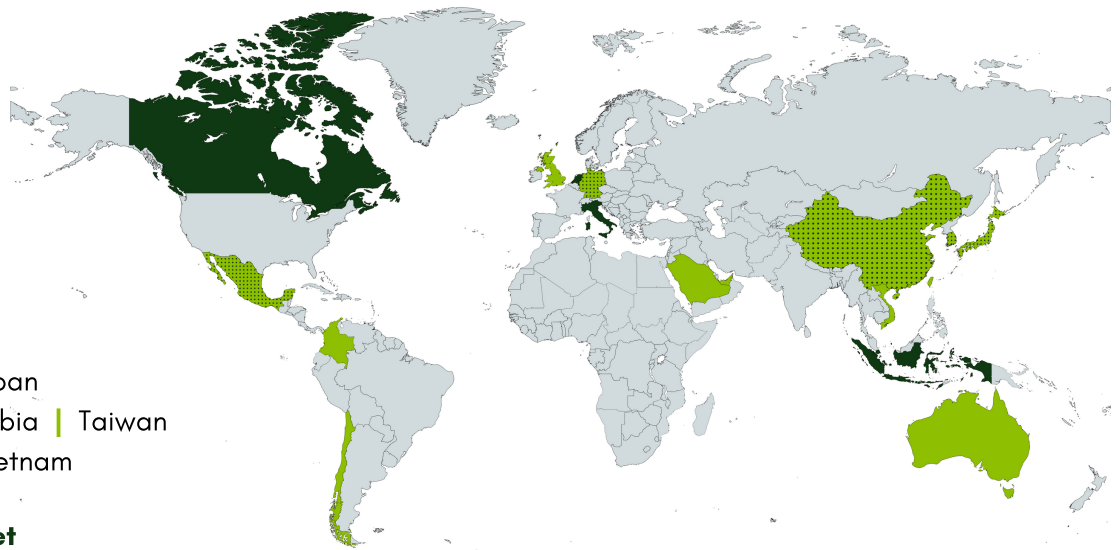
Top 10 Markets

Canada | China | Mexico
Germany | Japan | Korea
Italy | Singapore
Netherlands | Indonesia

Targeted Markets

Australia | Chile | China
Colombia | Germany | Japan
Korea | Mexico | Saudi Arabia | Taiwan
UAE | United Kingdom | Vietnam

Top 10 & Target Market



Strengths

- Diverse, high quality products and company sizes
- Recognized food safety regulations and standards
- Organic options for many raw products
- Consumer preference for U.S. products

Opportunities

- Trade promotion initiatives for select products
- Increase the amount and range of product sold
- Free Trade Agreements in the UK, Japan, and China
- Strong demand for Wisconsin feed products in Asia, Africa, and Latin America