



Growing Wisconsin Food and Agricultural Exports

Wisconsin Agricultural Export Advisory Council (WAXC)

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

September 6, 2023

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- DATCP and WEDC Welcome
- WAXC Chair Welcome
- Roll Call of Council Members
- Public Comments
- 2022 Year End Export Highlights
- WAXC Dairy, Meat and Crop Industry Leader Discussion of 2023 Export Plans and Challenges
- Break



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- Wisconsin Initiative for Agricultural Exports (WIAE) FY 2023 Expenditures
- Recent Trade Promotion Activity Highlights
 - Inbound Wood Buyer Mission
 - UK Trade Mission
 - International Chef and Influencer Tour
- WIAE FY 2024 Activity Plans
- Upcoming Dates – WAXC Webinars, WAXC Council Meeting
- Future Topics
- Adjourn



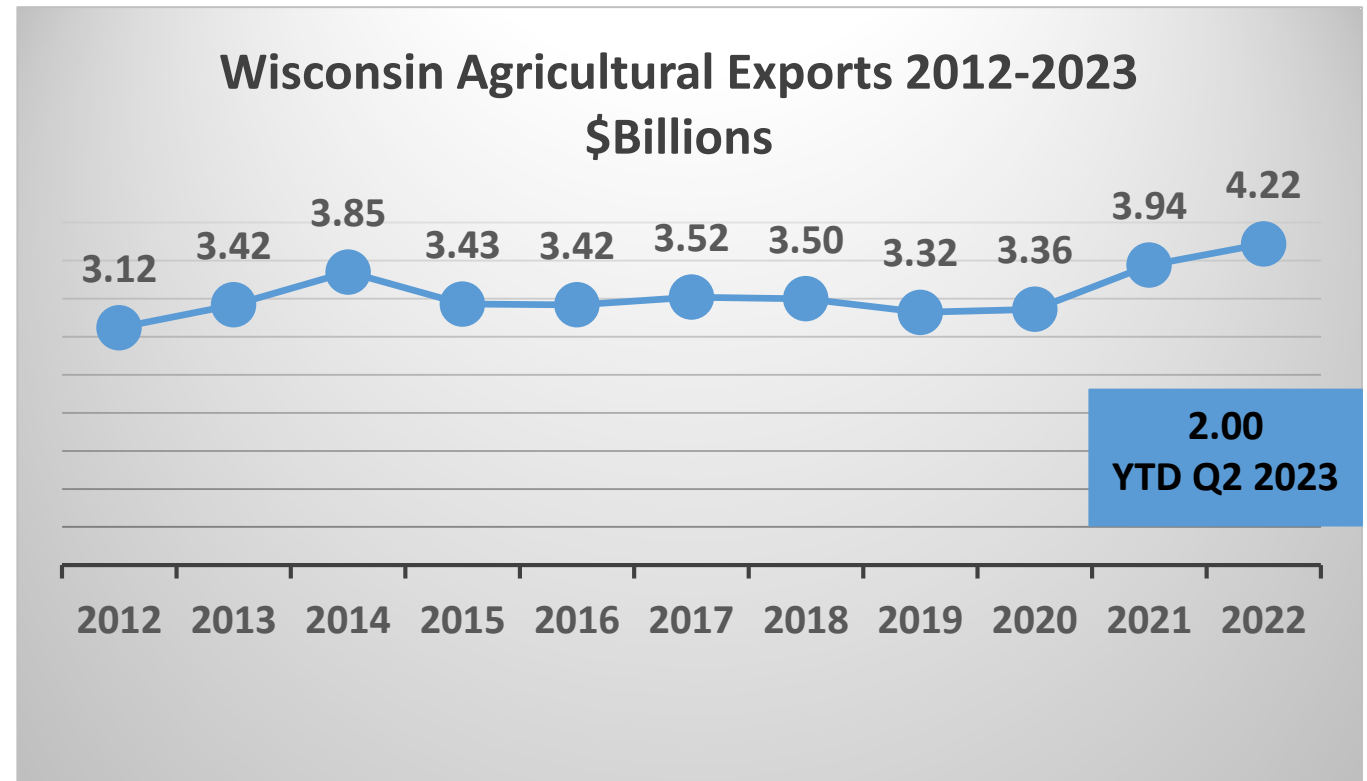
Public Appearances

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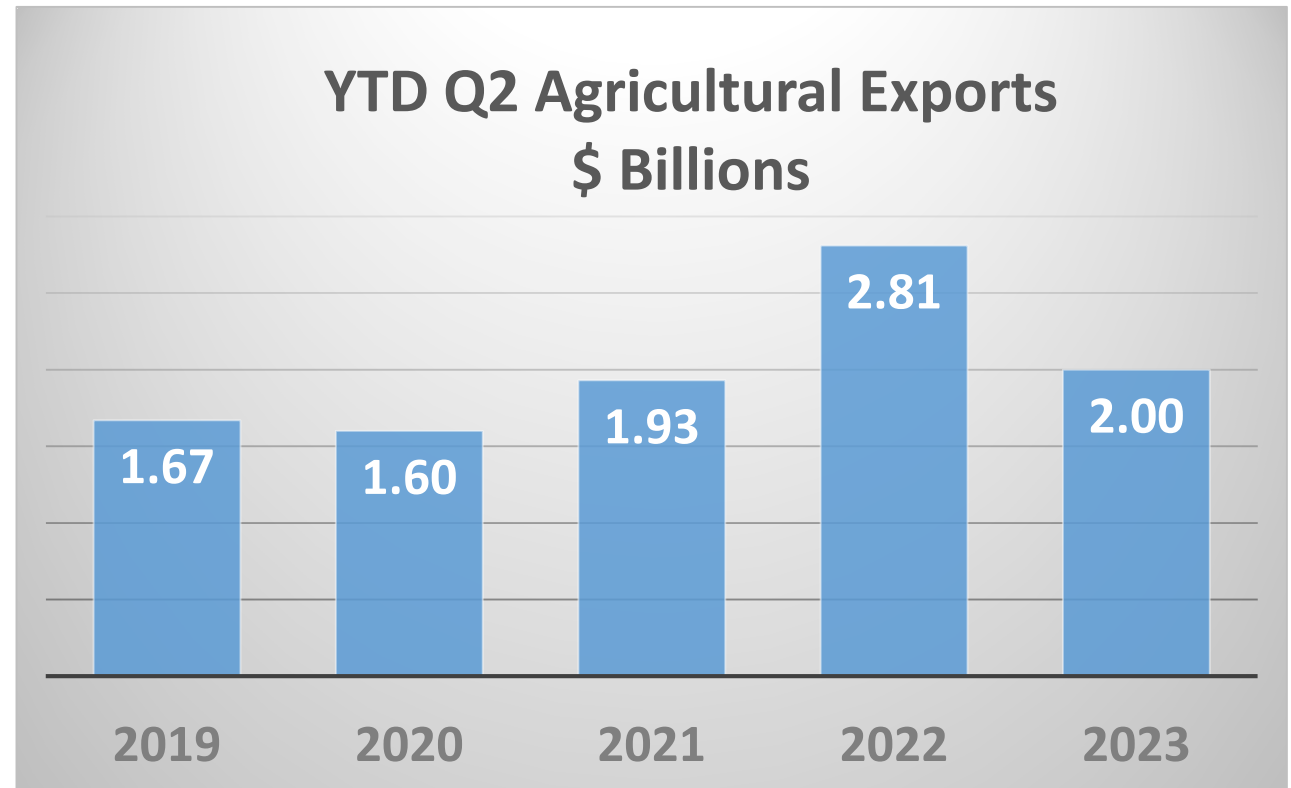
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- YTD Q2 exports: \$2.0 billion, second highest on record.
- The top 10 markets make up 80% of the total.
 - Mexico and Netherlands are up double digits.
- USDA forecast projects a decline in agricultural exports by the end of 2023.



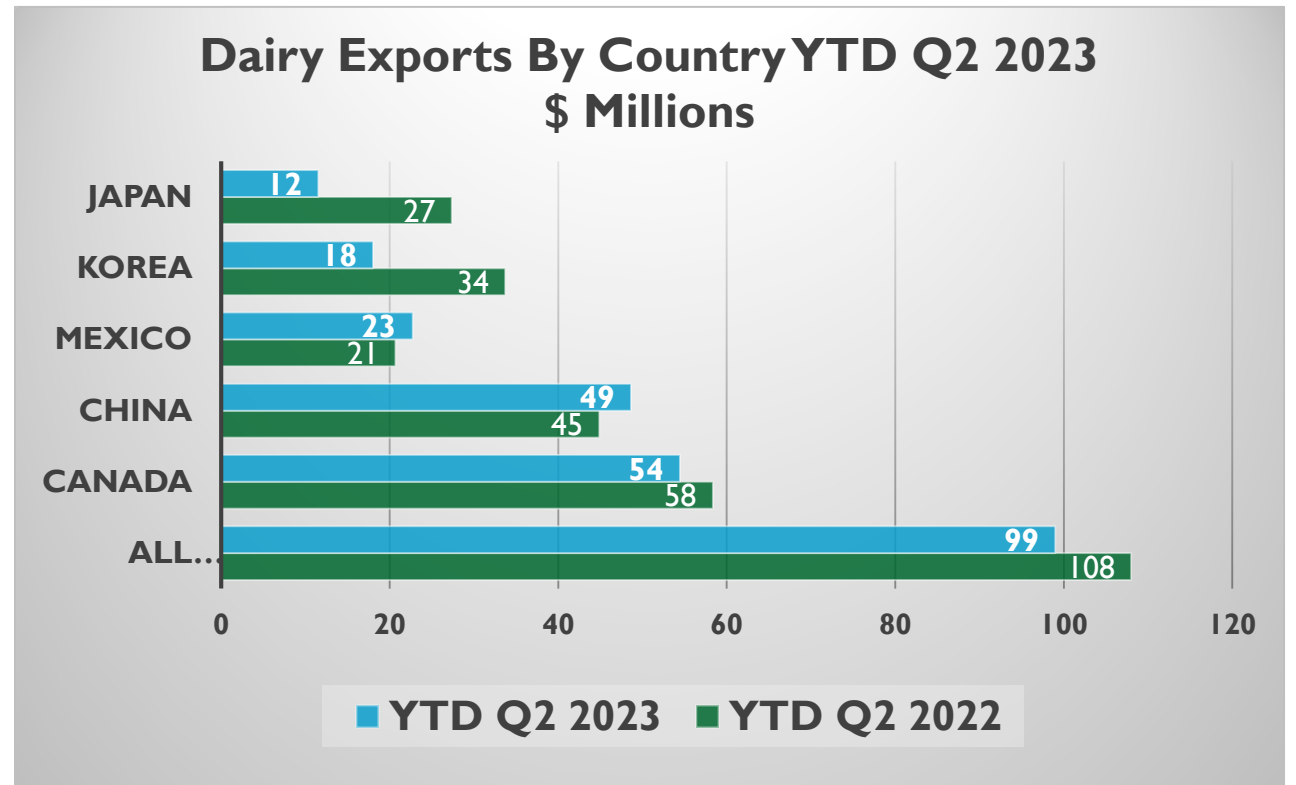
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- YTD Q2 exports: Second highest on record, \$30 million above 2021.
- The top 10 products are 69% of the total.
- Sauces and yeasts, soybeans, and meat are up double digits.
- Wisconsin is 10th in the US for agricultural exports, year to date.



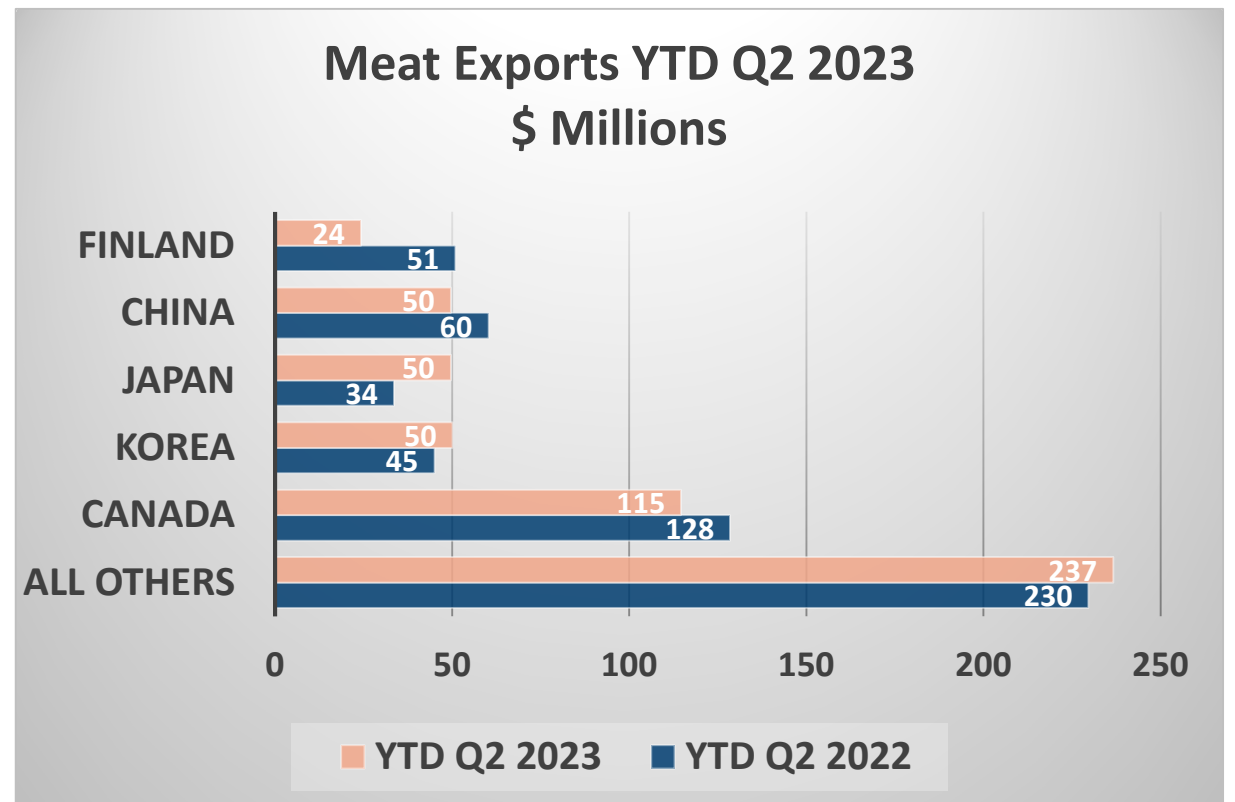
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- Total dairy exports YTD Q2: \$254 million
- The top five countries are 69% of the total.
 - China and Mexico are up.
- The next five countries of the top 10 are all up, four in double digits.
- Japan and Korea are down, affected by a strong dollar to the yen and won



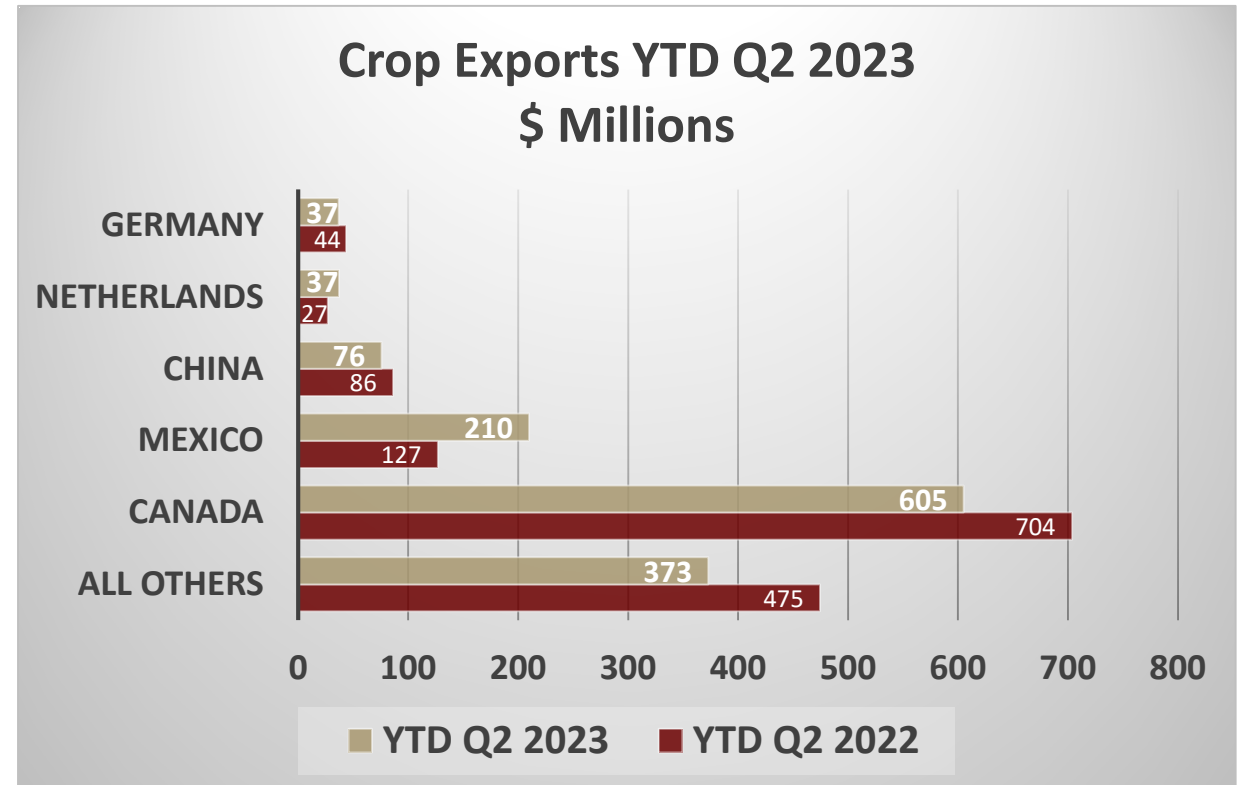
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- Total meat exports YTD Q2: \$411 million
- The top five countries make up 70% of the total.
 - Japan and Korea are up despite the strong dollar to the yen and won.
- The next five countries of the top 10 are all up, three in double digits.
- Turkey is up over 450%, driven by live animal exports.



WISCONSIN AGRICULTURAL EXPORTS YTD Q2 2023

- Total crop exports YTD Q2: \$1.34 billion.
- The top five countries make up 53% of the total.
 - Mexico (soybeans and sauces) and the Netherlands (enzymes, prepared vegetables) are both up double digits.
- Overall, soybeans, prepared cereals, and milling products have double digit increases to date.



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

WAXC Dairy, Meat and Crop Industry Leader Discussion of 2023 Export Plans and Challenges



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Break



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FY22 & FY23 WIAE EXPENDITURES

Amount	Item	Product Group %
\$ 457,397	Trade Promotion Activities FY23 \$276,483	43% Dairy 25% Meat 32% Crop
\$ 155,000	International Market Access Grant and ExporTech FY23 \$115,000	29% Dairy 37% Meat 34% Crop
\$1,248,514	Export Expansion Grant FY23 \$683,930	61% Dairy 21% Meat 18% Crop
\$1,860,911	Total	54% Dairy 23% Meat 23% Crop

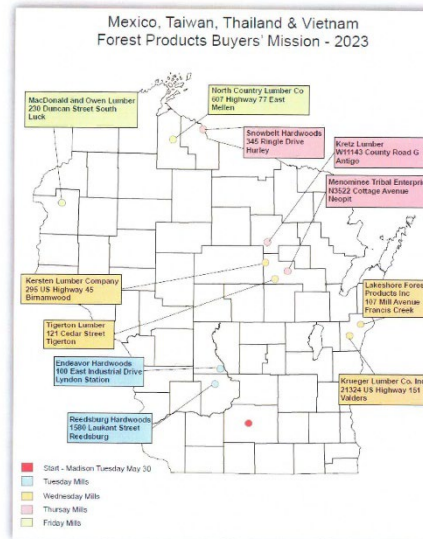


DATCP RECENT WIAE TRADE PROMOTION ACTIVITIES

May 29 – June 3, 2023, International Wood Buyers Mission to Wisconsin, 8 buyers from Mexico, Taiwan, Thailand and India visited 10 saw mills throughout Wisconsin generating over \$2 million in anticipated export sales. Lead: Jennifer Lu



DEPARTMENT of AGRICULTURE, TRADE AND CONSUMER PROTECTION
STATE OF WISCONSIN



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DATCP RECENT WIAE TRADE PROMOTION ACTIVITIES

June 10-16, 2023, Wisconsin Agricultural Trade Mission to the UK, London and Manchester promoting genetics, feed, wood, ginseng, craft distilled spirits, food products with 5 Wisconsin companies: Genex, Marathon Ginseng, Masters Gallery, Sartori Cheese, Seneca Foods. US Dairy Export Council meetings on Most Favored Nation tariffs for US dairy product imports. \$800,000 in anticipated export sales.



DATCP RECENT WIAE TRADE PROMOTION ACTIVITIES

11-20 August, 2023, International Chef/Influencer #WIFoodTour 14 chefs/influencers from 9 countries and Foreign Agriculture Service visiting 9 cities, promoting Wisconsin food and agriculture; 10 Wisconsin companies participating. Lead: Lisa Stout



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

September 26 – 28, 2023, Espacio Food Show –Santiago, Chile, Key retail and food service show for the Chilean and Andean markets promoting craft distilled spirits and Wisconsin cheeses, and preparation for the Secretary-led mission in May 2024.

Lead: Shirley Acedo, IWI Company and Dairy Farmers of Wisconsin Dairy Industry promotion, New Activity, Legacy Market

October 3-6, 2023, World Dairy Expo Multiple Activities: International Importer and WI Exporter seminars, Inbound buyer delegation Kazakhstan in collaboration with Livestock Exporters Association, additional inbound delegations 4 countries, Cochran delegations in collaboration with US Livestock Genetics Export.

Lead: Jennifer Lu and Luis Santana. 20 WI Companies, Legacy Activity, New and Current Markets



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

October 16 - 19, 2023, World Dairy Summit International Dairy Federation, McCormick Place Chicago, Wisconsin stand promoting livestock, genetics, feed and dairy products to 1500 international dairy producers and processors, Seminar Sponsorship, International delegation visits to Wisconsin DFW hosting
Lead: Shirley Acedo, 30+ WI Companies, New Activity, New and Legacy Markets

November 20 - 23, 2023, VIV MEA (Middle East/ Africa) Abu Dhabi UAE, Wisconsin Stand and social media promotion campaign at the region's largest agricultural show, **Recruiting 3 companies in livestock, genetics, feed.**

Lead: Luis Santana, 3 WI Companies, New Activity, Legacy Market

January, 2024, Cheese and Dairy Products Mission –Thailand, Building on previous inbound buyer missions, exporter webinar and planned Thaifex trade show to meet prospective buyers. **Recruiting 6 dairy product companies.**

Lead: Lisa Stout, 6 WI cheese and dairy product companies, New Activity, Legacy Market



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

February 19 - 23, 2024, GulFood, Dubai UAE, Largest annual international food show in the world focused on the Middle East, Africa, India, South Asia. Wisconsin Pavilion with expanded space. **Recruiting 4 Wisconsin dairy, meat, crop food companies.**

Lead: Lisa Stout, Shirley Acedo, 4 WI Companies, Expanded Presence, Legacy Market

March, 2024 Morocco Rabat-Casablanca-Fez, Wisconsin Conference on Dairy Management and Nutrition with Maroc Lait, Morocco, UW Madison researchers, companies meeting importers/end users **Recruiting 5 Wisconsin livestock, genetics, feed, supplements companies.**

Lead: Luis Santana, 5 WI Companies, New Activity, New Market

March 25-27, 2024, International Food Exhibition (IFE), London England, Retail and food service show for dairy, food products, ingredients, craft beers and distilled spirits. Follow-up from the Wisconsin UK Trade Mission, **Recruiting 4 Wisconsin dairy, meat, crop, food and beverage Companies**

Lead: Shirley Acedo, 4 WI Companies, New Activity, Legacy Market



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

April 2024, Stand Space Reservation for SIAL Paris (19-23 October, 2024) FY25, Largest international food show, space must be paid in FY23, Expanding the Wisconsin pavilion presence, **Recruiting 4 Wisconsin dairy, meat, crop food companies.**

Lead: Lisa Stout, 4 WI Companies, Expanded Presence 2nd time, Legacy Market

May 28 – June 1, 2024, Thaifex-Anuga Asia, Wisconsin pavilion in one of Southeast Asia's largest food shows for retail and food service, **Recruiting 6 Wisconsin companies.**

Lead: Lisa Stout 6 WI Companies, New Activity, Legacy Market

May 28 - 30, 2024 Carrefour International du Bois, Nantes France, Wisconsin pavilion at the largest European show for wood products, In collaboration with American Hardwood Export Council and the Softwood Export Council, **Recruiting 3 Wisconsin hardwood and softwood companies.**

Lead: Jennifer Lu 3 WI Companies, New Activity, Legacy Market



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

March/April 2024, Dairy Livestock Genetics and Feed Products Mission to New Zealand, In collaboration with the UW Veterinary Diagnostic Laboratory and Dr. Keith Poulsen, Recruiting 3 Wisconsin livestock and genetics companies.

Lead: Jennifer Lu, 3 WI Companies, New Activity, Legacy Market

May 4-11, 2024 Wisconsin Agricultural Trade Mission to Chile, Secretary-led mission to one of Latin America's strongest economies and developed retail markets and advanced milk production, Recruiting 6 Wisconsin companies in dairy, food, pet foods, craft beers and distilled spirits, genetics, livestock, feed products.

Lead: Shirley Acedo, 6 WI Companies, New Activity, Legacy Market

June 4-6, 2024 China Dairy Expo, Chingqing, China, Wisconsin pavilion at China's largest trade show for dairy production, first time in three years it will be open to international attendees, Recruiting 5 Wisconsin livestock, genetics, feed, supplement companies.

Lead: Jennifer Lu, 5 Companies, Legacy Activity, Legacy Market, new companies



DATCP WIAE TRADE PROMOTION ACTIVITIES: FY 2024

WEDC Trade Ventures, Recruiting food and agriculture companies on 2 Trade Ventures to meet with prospective buyers: distributors, dealers, retailers, end-user customers.

Recruiting 4 dairy, meat, crop companies for the Mexico Venture 19 – 24 February, 2024

DATCP Lead: Shirley Acedo/Luis Santana New DATCP Activity, Legacy Market

Second Trade Venture location is under review and will be announced in October, 2023

- **Total of 16 WIAE funded trade promotion activities to 49 countries**
- **Benefitting 129 Wisconsin dairy, meat and crop companies**
- **14 Dairy, 13 Meat, 15 Crop Activities**

For more information on DATCP, USDA and other food and agriculture trade promotion activities, visit:

<https://datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx>



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WEDC FY24 Global Trade Ventures

The Netherlands and Belgium (Amsterdam and Brussels) Sept. 9-16, 2023

India* (Mumbai and Delhi) Dec. 2-9, 2023
In partnership with the Council of Great Lakes Governors and Premiers

Mexico (Monterrey and Mexico City) Jan. 28-Feb. 2, 2024

United Arab Emirates* (Dubai) Jan. 27-Feb. 1, 2024
In partnership with the U.S. Commercial Service

China (Shanghai and Beijing) March 9-16, 2024

Germany (Munich) April 6-13, 2024

Canada (Toronto and Winnipeg) April 7-12, 2024

*IMAG or outside funding required



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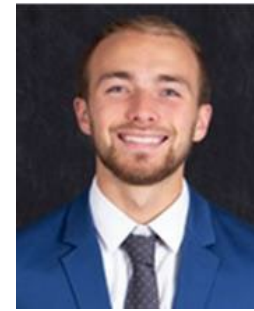
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UPCOMING DATES

WAXC Webinars

- August 16 – Exportech Program
- November 15 – ESG and Sustainability
- January 17 – Export Expansion Recap

WAXC Council Meeting

- March 2024 Date to be Confirmed

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Discussion of Future Topics for WAXC Council Meetings and Webinars



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Adjourn



Thank you!



International Agribusiness Center

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