



State of Wisconsin  
Governor Scott Walker

**Department of Agriculture, Trade and Consumer Protection**  
Sheila E. Harsdorf, Secretary

**DATE:** December 1, 2017

**TO:** Board of Agriculture, Trade and Consumer Protection

**FROM:** Sheila Harsdorf, Secretary *Sheila Harsdorf*  
Dan Smith, Administrator, Division of Agricultural Development *Dan Smith*

**SUBJECT:** International Agribusiness Center – Trade Team Activities and Export Update

**TO BE PRESENTED BY:** Jack Heinemann, Bureau Director, Division of Agricultural Development  
International trade team staff: Enrique Gandara, Jennifer Lu, Ashwini Rao, Lisa Stout

**RECOMMENDATION:** Information only

**SUMMARY/BACKGROUND:** The International Agribusiness Center (IABC) is housed within the Agricultural Market Development Bureau at the Department of Agriculture, Trade and Consumer Protection (DATCP). The International Agribusiness Center was established by the legislature in 1985, and its role is described in Wis. Stat. Chap. 93.

Wis. Stat. § 93.42 Center for International Agribusiness Marketing. The department shall establish and operate a center for international agribusiness marketing. The center shall promote the export of the state's agricultural and agribusiness products in foreign markets.

Although the IABC was officially established in 1985, the Department has been offering international trade services since the 1960s. Services have included:

- Exporter education
- Market research
- Market development

**Team:** The trade team helps Wisconsin's agricultural companies and producers succeed by identifying export opportunities around the world. The trade team provides technical expertise and market development initiatives to aid in the growth of Wisconsin agriculture through increased exports and development of trade enhancing partnerships. The team analyzes client feedback, global trends, and market and export data to establish criteria for identifying target markets and activities.

The four-member trade team, led by Jack Heinemann, enjoys credibility and a strong record of excellent customer service among its stakeholders, largely attributed to the expertise and knowledge base of the multi-lingual and multi-cultural staff. The consultants focus on diverse product sectors and geographies.

*Agriculture generates \$88 billion for Wisconsin*

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## 2016 Agriculture Export Highlights

- From January to December 2016, Wisconsin exported more than \$3.4 billion worth of agricultural products to 150 countries. This is a decrease of .68% percent compared to the same time period in 2015.
- Overall, in 2016, US exports of agricultural products totaled almost \$161 billion, an increase of 1.44% percent compared to the same in time period in 2015.
- Wisconsin continues to be ranked 12th overall for agricultural exports.
- Exports of dairy, eggs, and honey in 2016 were valued at \$247 million, a 9.51 percent decrease compared to the same period last year. Wisconsin continues to rank fourth among U.S. states in the export of these products. The top importing countries for these products were: Canada, Mexico, China, Japan, and Korea.
- Wisconsin ranked first in the U.S. for exports of bovine genetics, ginseng, raw fur skins, prepared/preserved cranberries, and sweet corn. Wisconsin ranked second in the export of cheese and whey.

### **Top Five Markets for Wisconsin Exports - Agricultural Products**

<i>Country</i>	<i>\$ Value</i>	<i>Export % Growth</i>
Canada	\$1.4 billion	(-9.06%)
Mexico	\$360 million	(20.96%)
China	\$234 million	(1.54%)
Korea	\$176 million	(2.2%)
Japan	\$148 million	(4.47%)

### **Top Five Products - Agricultural Exports**

<i>Product</i>	<i>\$ Value</i>	<i>Export % Growth</i>	<i>Product Details</i>
Prepared/Preserved Food	\$314 million	9.96%	Prep Vegetables, Fruit, Nuts, etc.
Miscellaneous Food	\$297 million	(-9.38%)	Ingredients, sauces, yeasts, etc.
Beverages	\$269 million	(-16.78%)	Denatured ethanol, beer
Dairy, eggs and honey	\$247 million	(-9.51%)	Cheese, milk, whey, butter, lactose, etc.
Oil seeds, misc. grain	\$229 million	66.41%	Soybeans, flaxseed, etc.

- Total Wisconsin exports, including manufactured goods, were valued at \$21 billion, a 6.37 percent decrease from the previous year.

- International Ginseng Festival

#### Latin America

- CIGAL
- Focused Trade Mission to Mexico for Ingredients
- Mexico Buyers mission
- Expoleche – Secretary led trade mission to Aguascalientes
- Agro-Expo – Colombia
- Sago-Fisur – Chile

#### Canada

- SIAL Canada

#### Europe

- World Angus Forum- Scotland
- World Angus Forum- Ireland

#### Others:

- National Restaurant Association Show – Trade show in Chicago
- Buyers Mission to World Dairy Expo
- Midwest Buyers mission
- Global Pet Food Expo
- SABOR USA Colombian FAS-USDA mission to Wisconsin
- Santiago, Chile FAS-USDA Mission to World Dairy Expo
- Nicaraguan Cochran Group to Texas and Wisconsin
- Argentina National Dairy Association group to World Dairy Expo
- UCCA-Jalisco Dairy producers Cooperative participants to World Dairy Expo