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U.S. FEED COMPANIES MEET INTERNATIONAL BUYERS IN MADISON, WI

From October 4th to 6th, 24 feed and feed ingredient suppliers from across the Midwest, including 12 from Wisconsin, came together in Madison for the Value-Added Feed Ingredients Buyers Mission during the 2016 World Dairy Expo. The event drew pre-qualified international buyers from China, Peru, South Korea, Thailand, Singapore, and the United Arab Emirates.

Many of the suppliers that participated in this year's Feed Buyers Mission have also participated in past Feed Buyers Missions, as it has proven to be a great low cost way to expand to markets with high animal feed demands. One supplier has expressed that it was a "fabulous event" and asked that this mission occur more frequently than the current once-per-year.

Throughout the three days, there were a total of 167 one-on-one meetings that resulted in 143 new contacts made with foreign buyers. The suppliers are very optimistic following the meetings, as Food Export Midwest has aggregated total projected sales of \$19.92 million for the Buyers Mission. Suppliers also hope to experience other long term benefits from the Buyers Mission, as the new distributor relationships made could result in further prospects abroad.

The participating foreign buyers also found the event to be extremely beneficial. In addition to the Feed Buyers Mission, they were able to capitalize on the opportunity to interact with more suppliers by attending the World Dairy Expo. The buyers reported their projected sales to reach a cumulative \$286.2 million. Ms. Supak Choknitivet of Thailand expressed, "It was a productive trip and currently I have already had an active discussion with some suppliers. Thank you for this great program and your wonderful hosting."

Food Export Midwest's program has allowed these buyers to make the most of their visits, in turn creating a positive impact for a variety of U.S. suppliers and the U.S. economy as a whole.

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.