

July 2015

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[Click here](#) to learn more about
our services.

Four basic steps to achieving export success

--Mark O'Keefe, US Dairy Export Council

In Wisconsin, where license plates read "America's Dairyland," small to medium-sized dairy companies are increasingly looking to export.

At the recently concluded WI Cheese Industry conference, DATCP's trade team staff provided practical advice and laid out four basic steps on achieving export success. The US Dairy Export Council compiled those in a blog post for their members. Click [here](#) to read more.

Upcoming Events

[3rd Annual Wisconsin Global Trade Conference: "Together Towards Tomorrow"](#)

When: August 24, 2015 7:30 am - 4:30 pm
Where: Blue Harbor Resort, Sheboygan, WI
Cost: \$150/person through July 31

Dr. Richard Stewart, chair of the Dept. of Business and Economics at UW-Superior, will be sharing his thoughts on the coordination of imports and export transportation; the potential for increased shipping to North America and Europe via the Seaway; the potential advantages of shipping to Asian markets via CN railroad and Prince Rupert Port; and the opportunity to create food clusters to prepare food for export to Asian Markets. Join us for a full day of presentations on global business and networking opportunities! Register [here](#).

[International Feed Buyers Mission to World Dairy Expo](#)

When: Sept. 28-Oct. 2, 2015
Where: Madison, WI

The Value-Added Feed Ingredients Buyers Mission, held in conjunction with the World Dairy Expo, is a great, low-cost opportunity to meet one-on-one with qualified buyers. This year, buyers are coming from China, Japan, Guatemala, Saudi Arabia and Taiwan. View the full buyers' profile [here](#). Complimentary event preparation assistance is available to any interested companies.

Products of interest: Dairy nutrition, milk replacers, soybean meal, high protein corn meal, probiotics, corn gluten meal, pre-mixed feeds, alfalfa meal and pellets, vitamins and minerals, trace minerals, amino acids, enzymes, supplements and other value-added feeds.

Register for this event by going [here](#). For more information, contact DATCP's Jennifer Lu at 608-224-5102 or Jennifer.lu@wisconsin.gov

[Food Export Seminar: Meeting Buyers' Expectations](#)

When: November 4, 2015
Where: Wausau, WI



Join Food Export-Midwest and the Wisconsin Department of Agriculture, Trade and Consumer Protection for a full day of exporting education topics. If you are looking to grow your business, don't miss this opportunity to learn about the various export issues and how you can meet your international buyers' expectations.

Register [here](#). For more information, contact DATCP's Lisa Stout at 608-224-5126/ Lisa.stout@wi.gov.

PLMA Buyers mission

When: November 15, 2015

Where: Chicago

The Private Label Buyers Mission, is held in conjunction with the Private Label Manufacturers Association Show. You'll meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings right here in the U.S. It is an opportunity to generate new sales leads, and build relationships with key industry players – a perfect low-cost opportunity to meet qualified buyers from around the world in one place.

Products of Interest: Confectionery, processed meats, grocery products, snack food, natural/organic products, specialty food, processed fruits and vegetables.

Early Registration Deadline: September 7, 2015 - \$150. For more information, contact Ashwini Rao at 608-224-5119 / ashwini.rao@wi.gov.

Other Events:

Export Compliance Training

When: October 6-7, 2015

Where: Marcus Majestic Cinema, 770 North Springdale Road, Brookfield, WI

Time: 8:00 AM - 4:30 PM (Central Time)

Cost: \$485 per person/ \$395 (Register before July 31st)

Organized by the Wisconsin District Export Council, this two day training program is geared for those that already have a basic understanding of export compliance and are looking to expand and improve upon their knowledge base.

For more information, contact Koreen Grube at the U.S. Commercial Service - Koreen.Grube@trade.gov/ (414) 297-1853.