Covid-19 update

The Department of Agriculture, Trade and Consumer Protection has created a toolkit for farmers and agricultural businesses to help them plan and implement their response to COVID-19. Please note: as circumstances continue to evolve, this toolkit and webpage will be continually updated.

Upcoming Events

Food Export Events:

View up to date information about Food Export events that have been impacted by Covid19. If a show or mission is not on the list, it’s taking place as scheduled.

https://www.foodexport.org/who-we-are/communications/covid-19-resources

China Dairy Expo 2020:

Dates/Location: October 11-13, Shi Jia Zhuang, China

Cost: $2,500, payable to China Dairy Association directly (3x3 square meters standard booth).

Deadline to apply is June 1, 2020.

As China’s domestic milk prices rise, Chinese dairy companies defy Covid-19 to build mega farms in recent months. To capitalize this business growth opportunity, the Wisconsin Department of Agriculture, Trade and Consumer Protection will coordinate with the China Dairy Association to help Wisconsin businesses exhibit at the China Dairy Expo. Wisconsin companies interested in building and expanding trade in the China dairy industry are invited to participate.

Contact: Jennifer Lu for more details at jennifer.lu@wi.gov
New dates: VIV Middle East and Business Trip to Saudi Arabia

When: August 24- September 3, 2020

Where: Abu Dhabi, United Arab Emirates (UAE), and Saudi Arabia

DATCP will lead Wisconsin businesses to Abu Dhabi, UAE to exhibit at the VIV Middle East agriculture trade show, followed by a business visit to Saudi Arabia. Wisconsin businesses interested in building and expanding trade in the Middle East and North Africa are invited to attend. Abu Dhabi, capital of United Arab Emirates, serves as the gateway for agricultural markets in the Middle East and Africa, which are in a high-growth phase, with large amounts of imports coming from the U.S. In 2018, the United Arab Emirates totaled $1.0 billion in U.S. agricultural exports, while Saudi Arabia totaled $1.4 billion in U.S. agricultural exports.

Contact: Jennifer Lu at (608) 224-5102 or email: jennifer.lu@wi.gov

All Japan Holstein Show, 2020

When: October 31-November 2, 2020

Where: Miyazaki, Japan

DATCP will lead Wisconsin businesses to Miyazaki, Japan to exhibit at the All Japan Holstein show, which will mark its 15th year in 2020. Held once every five years, it serves as a social exchange for dairy enthusiasts to gather to further develop and expand the dairy industry. Japan is eager to advance the genetics and improve milk production of the breed through the use of innovative technologies to reinforce the understanding of supplying consumers with safe, wholesome and reliable milk and dairy products. Japan is the 4th largest US export market for agricultural products, with US$12.9 billion in exports in 2019.

Participation Fee: $3,500 / Deadline: June 30, 2020

Contact: Jennifer Lu at (608) 224-5102 or email: jennifer.lu@wi.gov

China International Import Expo

When: November 5-10,2020

Where: Shanghai, China

Grant funds are available to reimburse a portion of booth expenses of Wisconsin food and agriculture product companies exhibiting at the November 2020 China International Import Expo, November 5-10, in Shanghai, China. Please contact Lisa Stout (lisa.stout@wisconsin.gov, 608/224-5126) for more information.