

# International Agribusiness Center

## Export Highlights — Full Year 2025

### Highlights

Wisconsin food, forestry, and agriculture product exports reached \$3.99 billion in 2025 — the third highest year on record. This is a decrease of 0.88% from 2024, but 1.38% above 2021, the base year for the Wisconsin Initiative for Agricultural Exports (WIAE). This performance underscores the continued strength, resilience, and global competitiveness of Wisconsin’s agricultural products, alongside growth and diversification in several key markets.

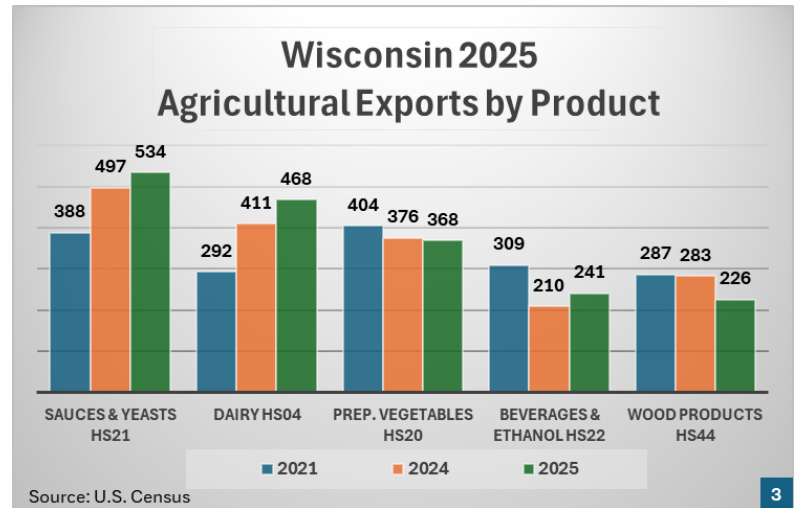
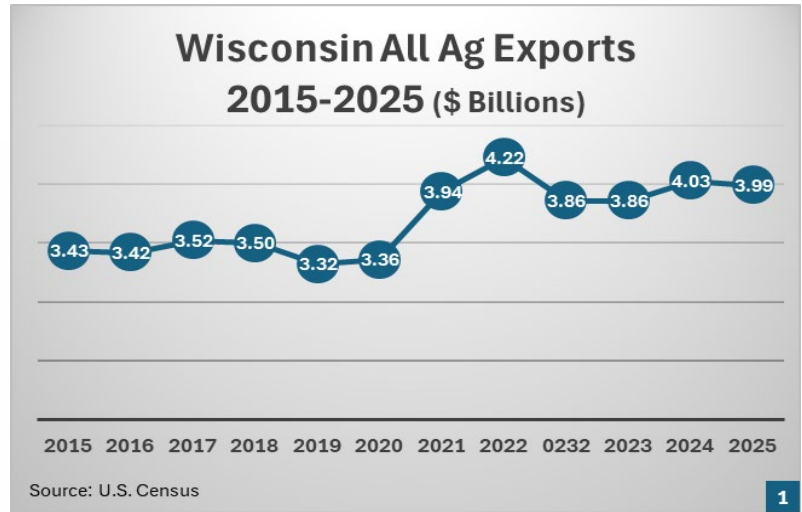
Changes in federal trade policy generated sustained ripple effects in demand throughout the year, with Wisconsin exports experiencing corresponding impacts. Losses to China continue to compound as exports were down 33%, which is equal to an \$111 million loss in sales. The largest losses were in bovine genetics (\$34 million), lumber and wood (\$21 million), and dairy products (\$16 million). Canada’s gap widened to a loss of \$71 million, with the largest losses being in lumber and wood (\$47 million), meat cuts (\$38 million), and prepared vegetables (\$16 million). The February 2026 USDA Outlook for U.S. Agricultural Trade forecast for 2025 ended at \$175.6 billion.

Wisconsin continued to face these trade headwinds and compete at a high level as the state’s agricultural exports were down 0.88% in 2025 while U.S. exports were down 2.79%. Wisconsin finished 2025 as the 11th largest exporter of agricultural products in the U.S.

**Top Markets:** Representing 63% of Wisconsin’s total agricultural exports, the top five markets in order are Canada, Mexico, China, Korea, and Japan. The top 10 markets combined make up 74% of Wisconsin’s total exports. A notable change is that Ireland is up \$31 million, moving into the top 10. In 2021, Ireland was No. 55. This change is mostly due to increases in Distillers Dried Grains with Solubles (DDGS). Mexico (No. 2) had the highest dollar growth at \$74 million (16%), with the highest growth sectors being corn and dairy.

**Top Products:** In 2025, Wisconsin’s top 10 products made up 67% of total exports. Continuing as the No. 1 category, sauces and yeasts grew by 7% while dairy again takes the No. 2 category and grew by 14%. Prepared vegetable exports also grew, including canned cranberries (up 11%), ethanol (up 25%), and non-alcoholic beverages moved to the No. 4 category with a 29% increase, just surpassing wood products. Wisconsin is No. 1 for export growth in the U.S. for DDGS at \$77 million. Corn exports are up at \$108 million, or 328%; while soybeans are down 40%, to \$94 million. The largest contributors to the decline being Mexico, Indonesia, and China due to tariff and non-tariff barriers. Wood products are down 20% due to significant decreases in sales to China and Canada.

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## Product Group Highlights

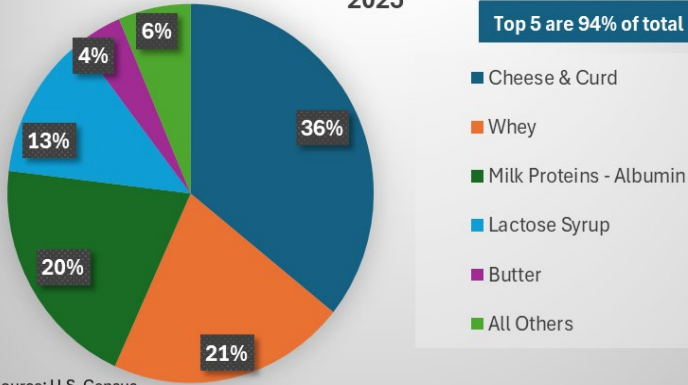
2025 exports of \$3.99 billion in agricultural products were tracked in three product groups:

- **Dairy:** cheese, whey, lactose, and milk proteins — **18%** of all Wisconsin agricultural exports
- **Meat:** livestock, bovine genetics, hides, and furs — **18%** of all Wisconsin agricultural exports
- **Crop:** grains, forestry, processed foods, and beverages – **64%** of all Wisconsin agricultural exports

### WI Dairy Exports - Top 5 Products

2025

Top 5 are 94% of total



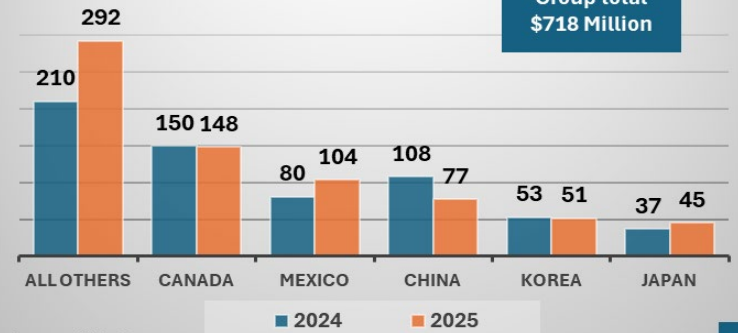
Source: U.S. Census

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### WI Dairy Exports - Top 5 Countries

(\$ Millions)

Group total  
\$718 Million



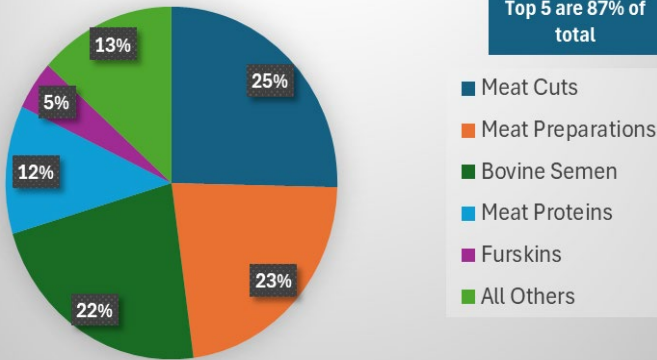
Source: U.S. Census

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### WI Meat Exports - Top 5 Products

2025

Top 5 are 87% of total



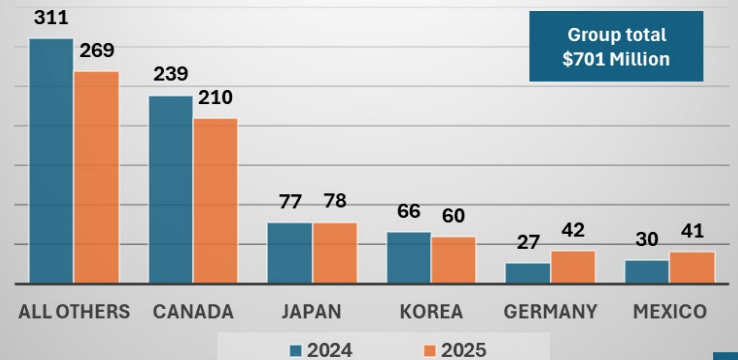
Source: U.S. Census

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### WI Meat Exports - Top 5 Countries

(\$ Millions)

Group total  
\$701 Million



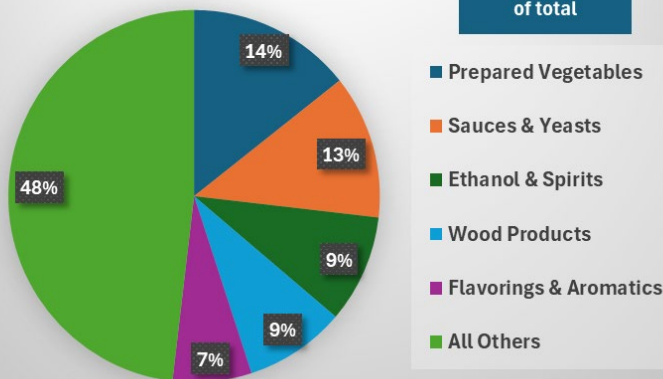
Source: U.S. Census

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### WI Crop Exports - Top 5 Products

2025

Top 5 are 52% of total



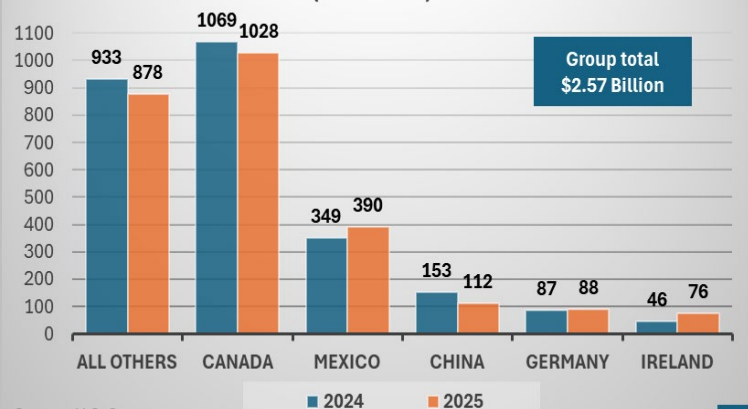
Source: U.S. Census

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### WI Crop Exports - Top 5 Countries

(\$ Millions)

Group total  
\$2.57 Billion



Source: U.S. Census

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Wisconsin is number one in the U.S. for the export of ginseng, cranberries, specialty cheese, bovine genetics, and mink pelts. Wisconsin exported to 148 countries in 2025.