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Mark Rhoda-Reis

Bureau Director
International Agribusiness Center

Rhoda-Reis Joins DATCP as Director of International Agribusiness Center

Mark Rhoda-Reis has been hired as the director of the International Agribusiness Center (IABC), a bureau of the Department of Agriculture, Trade and Consumer Protection's Division of Agricultural Development.

Rhoda-Reis comes to the IABC with extensive business development experience for a broad range of industries in markets in the U.S., Central and South America, Europe, Asia, Oceania, and the Middle East. For the past seven years, he was responsible for trade development in Mexico and foreign direct investment promotion and attraction with the Wisconsin Economic Development Corporation (WEDC), Wisconsin's lead economic development agency. Read more [here](#).

Show the World Your Skills by Entering the 2019 World Cheese Awards

The [World Cheese Awards](#) (WCA) is one of the most respected competition in the world attracting thousands of entries. Last year's edition drew in a record breaking 3,472 cheeses from 41 different countries.

In 2019, the WCA will take place on October 18 in Bergamo, Italy where the U.S. Dairy Export Council (USDEC) will sponsor the *Best USA Cow's Milk Cheese* trophy. Help us showcase your superior skills and impress the world with a wide display of exceptional U.S. cheese by entering your best products into the competition!

USDEC will support cow's milk as well as cow's milk-based mixed milk entries so be on the lookout for more information on how to enter your cheeses in the months to come. Interested cheesemakers may, in the meantime, reach out to Ryan Hopkin (rhopkin@usdec.org) and Angélique Hollister (ahollister@usdec.org) with any questions.

For more information about the WCA, please [follow this link](#).

USDEC to host an Export Session at upcoming Cheese Industry Conference in Madison

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



Thought about what it would be like to export your products beyond U.S. borders but don't really know where to start? Wonder no more! The U.S. Dairy Export Council will share available programs and resources at the 2019 Cheese Industry Conference on April 18 from 9.30 to 11.45 am in Mendota Room 1. International buyers will also be on hand to share their insights. Don't miss this opportunity.

Companies interested in meeting one-on-one with the buyers and/or USDEC staff will have the opportunity to set up an appointment for April 17. Please contact Ryan Hopkin (rhopkin@usdec.org) and Angélique Hollister (ahollister@usdec.org) to set up a time.

Upcoming Events

Check out the upcoming events below and sign up now as spaces are filling up fast!

Trade mission to Mexico for Private Label, Food Service and Retail Products

July 16-18, 2019 / Mexico City

Mexico continues to be a growth market representing one of the best opportunities in the world for U.S. products. Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value. Major retailers are developing increasingly sophisticated distribution systems, which will provide more space and better cold chain technology for high value imports. Greater knowledge about organic products is opening new product opportunities at the retail level; likewise, increased awareness of obesity issues is creating greater demand for healthy products.

Services include:

- One-on-one meetings with qualified buyers
- Market briefing by local USDA, Foreign Agricultural Service
- Local retail tour

Early Registration Deadline: April 1, 2019 - \$400

Contact: Ashwini Rao, (608) 224-5119, ashwini.rao@wi.gov

Midwest Buyers Mission

July 31, 2019/ Madison, WI

Meet international buyers without having to leave Wisconsin. Position yourself and your products in front of pre-qualified, experienced international buyers who continue to seek the latest food trends and products from the United States. Register early as meeting slots

are scheduled on a first-come, first-served basis. It's the perfect low-cost opportunity to meet buyers from established and emerging markets in one place!

Deadlines: Early Registration Deadline: May 28, 2019 - \$325

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/buyers-missions/G19MBM-WI>

Contact: Lisa Stout at (608) 224-5126 / lisa.stout@wisconsin.gov

Focused Trade Mission to China for Retail and Foodservice Products

August 10-14, 2019/ Beijing and Hangzhou, China

Consumer food service saw dynamic growth for the last five years as a whole, underpinned by a number of factors, but particularly by rising income levels. China's strong economic growth during the review period resulted in an increasingly affluent consumer base. In addition, ongoing urbanization not only offered consumers greater access to consumer food service but also resulted in busier lifestyles. This boosted demand for convenience and thus also for consumer food service.

Deadlines: Early Registration Deadline: April 8, 2019 - \$400

Information/Registration link: <https://www.foodexport.org/programs-services/enter-new-markets/focused-trade-missions/G19CHT>

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