



International Agribusiness Center

May 2020

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

Export Highlights:

--By Mark Rhoda-Reis, Director - Export and Business Development Bureau.

Wisconsin Agriculture and Food exports are up slightly (0.05%) year to date, first quarter 2020 (YtD Q1 2020). Wisconsin exports finished 2019, down 5%, \$171 million in dollar terms and well below the US 3.4% decline, slowing economies and retaliatory trade tariffs with all of our major trading partners took their toll. We were concerned that the closure of several key markets like China, Canada, Mexico, Korea, Japan as well as Latin America and Europe would continue the downward trend. While not as positive as we had hoped at the end of 2019, the year is beginning essentially flat compared with last year. Of our top five markets that make up over 50% of the Ag and Food export total, only Japan is up with 9%. Among our top five exported products, that make up over 40% of the total, Dairy, Wood and Beverage categories are up. With several markets opening and anecdotal information about increasing demand in China and Southeast Asia, YtD Q2, 2020 looks to be positive, if only a small amount. YtD Q1, 2020 and the previous year Export Highlights are available at: https://datcp.wi.gov/Pages/Growing_WI/ExportStatistics.aspx

It can take many months to a few years to develop the necessary relationships with international buyers and meet the regulatory requirements of the destination market, to establish regular sales, so the best time to start working on exports is now. The International Agribusiness Center (IABC) continues to work with Wisconsin companies to maintain or grow their export business. Many international tradeshows in the spring and summer have been postponed, or cancelled, and shows in the fall are not certain. The Wisconsin IABC is working with organizations such as the US Dairy Export Council, Food Export of the Midwest, and utilizing funding from the Wisconsin Economic Development Corporation (WEDC) to explore the use of on-line platforms to conduct virtual inbound buyer missions and trade shows, and to establish or improve your E-Commerce sales channel.

To access the technical and funding support available from many state and federal programs, please contact any of the trade consultants listed in this newsletter.

New Services of Food Export Midwest:



Virtual Consultations are a 30 minute one-on-one video consultation with one of [Food Export's](#) In-Market Representatives. These sessions are meant to help you explore questions related to export plans and market expansion, including market demand for your products and how distributorships work in specific countries. This service covers Asia, Latin America, Europe, Middle East, Australia and New Zealand.

Tradelead Qualification - Get help qualifying foreign buyer leads from trade shows or other sources. [Food Export's](#) In-Market Representatives (IMRs) will vet the buyer and provide a report to help you determine if you want to move forward with the lead.

Contact DATCP's international staff for more information.

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 at (608) 224-5102 or email: 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

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](#).

Contact: Lisa Stout at (608)224-5126 or email: lisa.stout@wi.gov.



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