

International Agribusiness Center

Export Highlights, 2020 Year to Date Quarter 1 (Q1)

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Highlights

- **Wisconsin exported over \$800.8 million in agricultural and food products to 132 countries year to date (YtD) Q1, an increase of 0.05 %, or nearly \$367 thousand** in value compared to the same period last year. Total YtD Q1 U.S. agricultural and food exports were valued at nearly \$41.2 billion, an increase of 0.6%, \$257.2 million compared to YtD Q1 2019. Wisconsin Export of all goods are **down nearly 0.3%, -\$14.3 million**
- **The top three export markets – Canada, Mexico and China make up over 51.3 % of total exports. Canada is down -10 %, Mexico is down -6.5 %, and China is down -14.7 %.**
- **Among the top ten export markets, which make up over 74 % of the total \$800.8 million, Japan, Germany, Finland and Vietnam were the only markets showing a gain**, with Finland showing the highest increase, up \$19.7 million. Finland rose to the seventh export market, with an increase of raw furskin exports, totaling nearly \$20 million, a 4,535 % increase over the previous year, which was zero, and the first time this market has shown double digit export volume since 1996, the earliest data available from the source.
- **The top five markets are highlighted below:**

▪ Canada	Q1 2019: \$349.1 million	Q1 2020: \$314.3 million, down -\$34.8 million, -10 %
▪ Mexico	Q1 2019: \$52.6 million	Q1 2020: \$49.2 million, down -\$3.4 million, -6.5 %
▪ China	Q1 2019: \$55.7 million	Q1 2020: \$47.5 million, down -\$8.2 million, -14.7 %
▪ Japan	Q1 2019: \$42.3 million	Q1 2020: \$46.1 million, up \$3.8 million, up 9 %
▪ Korea	Q1 2019: \$46 million	Q1 2020: \$43.8 million, down \$2.2 million, -4.9 %
- **The top five product categories make up 42.7 % of total exports totaling nearly \$342 million for YtD Q1 2020, an increase of 2.5 % and \$8.4 million from YtD Q1 2019.** The top 10 products exported make up nearly 70.3 % of total exports, totaling nearly \$562.7 million, an increase of 5.8 % and \$30.8 million from the same period last year.
YtD Quarter 1 exports of the top five products are highlighted below...

▪ Miscellaneous Edible Preparations	\$83.8 million, down -\$8.7 million, -9.5 %
▪ Prepared Vegetables, Fruit, Nuts	\$78.6 million, down -\$4.4million, -5.3 %
▪ Dairy – Cheese and Whey*	\$67.1 million, up \$9.3 million, 16.1 %
▪ Wood and Wood Articles	\$62.9 million, up \$5.2 million, 8.9 %
▪ Beverages, Spirits and Vinegar	\$49.5 million, up \$7.0 million, 16.4 %

**This does not include dairy derivatives such as lactose and casein, which normally make up less than 0.5% of the Dairy category total.*
- **Export levels of Agricultural and Food products, while essentially flat, are higher than expected, due to wide spread disruption from Covid19 isolation measures in China, Southeast Asia, Europe and Latin America.** Asian markets are beginning to re-open and demand for grains, oil seeds, meat and other agricultural commodities, canned and prepared foods is strong. Other markets are slowly returning with the exception of Latin America; where ports and many governmental offices are closed or have greatly reduced staff. Air transport is limited and costs are high, there are also concerns about container and vessel availability.
- **Wisconsin Livestock, Meat and Fish exports totaling nearly \$80 million 10% of Wisconsin's export total YtD first quarter of this year are up 10.2%**, with the top five markets, 61% of the total being: Korea, Japan, Canada, China and the UK. Of those markets, Canada is up 24.6%, China is up 35.5% and Japan is up 23.6%. Korea is **down 9.6%** and the UK is **down 13.4%**. The meat and livestock genetics (Products of Animal Origin) make up over 97% of the total in this category. Beef and Pork Export dominate the meat export category with beef making up over half. Nationally, pork exports pulled ahead of beef in the first quarter.
- **Wisconsin currently ranks 14th among U.S. states in agricultural exports, first in the export of ginseng roots, prepared/preserved cranberries, raw fur skins and bovine semen.** Wisconsin ranked second in the export of sweet corn prepared/preserved, third in the export of whey, and edible preparations of meat, fish and crustaceans and fifth in the export of cheese.



Wisconsin's Top 5 Agricultural Exports

Rank	HS Code	Product	Q1 2019 Value (USD)	Q1 2020 Value (USD)	% Change
		All Products	\$800.4 million	\$800.8 million	0.05
1	21	Miscellaneous Food (ingredients, sauces, yeasts, mustards)	\$92.5million	\$83.8 million	(-9.45)
2	20	Preparations of Vegetables, Fruits, Nuts, etc.	\$83 million	\$78.6 million	(-5.25)
3	04	Dairy/Eggs/Honey/Etc (cheese, milk, whey, butter, etc.)	\$57.8 million	\$67.1 million	16.1
4	44	Wood And Articles Of Wood; Wood Charcoal	\$57.8 million	\$62.9 million	8.94
5	22	Beverages, Spirits and Vinegar	\$42.5 million	\$49.5 million	16.43

Wisconsin's Top 5 Markets for Agricultural Exports

No.	Country	Q1 2019 Value (USD)	Q1 2020 Value (USD)	% Change	Products with biggest change in value
	All Countries	\$800.4 million	\$800.8 million	0.05	
1	Canada	\$349.1 million	\$314.2 million	(-9.97)	Increase: beverages, preparations of cereal, wood articles, dairy products Decrease: edible preparations, misc. edible preparations, preparations of vegetables
2	Mexico	\$52.6 million	\$49.2 million	(-6.52)	Increase: raw hides and skins, prepared vegetables, dairy products, edible preparations of meat Decrease: milling products, products of animal origin, meat, misc. edible preparations,
3	China	\$55.7 million	\$47.5 million	(-14.71)	Increase: dairy products, misc. edible preparations, products of animal origin, oil seeds Decrease: wood, raw hides, preparations used in animal feed
4	Japan	\$42.3 million	\$46.1 million	9.02	Increase: meat, edible preparations of meat, dairy products, preparations used in animal feed Decrease: wood articles, preparation vegetables, products of animal origin
5	Korea	\$46.0 million	\$43.8 million	(-4.87)	Increase: dairy products, food industry residue, preparation vegetables, preparations of meat, raw hides and skins Decrease: meat, misc. edible preparations

Data Source: US Census Trade Data Set via WISERTrade.com.