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our services.



[Brad Pfaff to lead DATCP](#)

Brad Pfaff was selected as the secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) by Governor Tony Evers. Pfaff has spent most of his career working on behalf of Wisconsin farmers and rural residents at the local, state and federal level. Pfaff grew up on his family's dairy farm in La Crosse County. He earned his undergraduate degree from the University of Wisconsin-Green Bay and his master's degree from George Mason University.

Prior to his appointment, Pfaff was the deputy chief of staff to U.S. Representative Ron Kind. He has also served as the executive director of the U.S. Department of Agriculture Farm Service Agency, overseeing the implementation of federal crop assistance programs, the Conservation Reserve Program, and federal farm loan programs.

[Click here](#) for more information on current leadership.

[Upcoming Events](#)

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

[Seoul Food and Hotel Food Show Plus!](#)

When: Seoul, South Korea
Where: May 20-24, 2019

Seoul Food & Hotel 2019 provides participating companies with an opportunity to meet with key importers, distributors and industry buyers from retail, catering and hospitality trade across Korea. As a nation of ever-evolving tastes and with a variety of developing food trends, Korea is one of Asia's most important nations for launching new and innovative products.

To purchase a booth, contact Oak Overseas, 704-837-1980/315;
kmartin@oakoverseas.com.

Food Show PLUS!™ Services Include:

- Invitations to buyers
- Market Briefing/Retail tour
- Post-show lead Analysis

Additional Services:

- Dedicated interpreter
- Professional translation of marketing materials
- Store Check

Early Registration Deadline: February 22, 2019 - \$225

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

[Private Label for Retail and Foodservices Trade Mission to Mexico](#)

When: July 16-18, 2019

Where: Mexico City

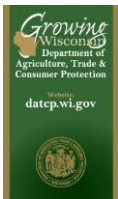
Mexico continues to be a growth market representing one of the best opportunities in the world for U.S. products. Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value. Major retailers are developing increasingly sophisticated distribution systems, 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: March 15, 2019 - \$400

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



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