



Register now for value-added feed buyers mission during the World Dairy Expo

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Media Contacts: Rick Hummell, 608-224-5041, richard.hummell@wi.gov or Bill Cosh, Communications Director, 608-224-5020, william2.cosh@wi.gov

MADISON – Enhance your feed and feed ingredients sales during the World Dairy Expo this year with scheduled one-on-one meetings with international buyers of valued-added feed and feed ingredients. The Wisconsin Department of Agriculture, Trade and Consumer Protection’s International Trade Team will coordinate meetings for you with prequalified buyers from China, South Korea, the Netherlands, Peru, and Thailand.

The mission will be held Oct. 4-6 at the Concourse Hotel in downtown Madison and will coincide with the World Dairy Expo, scheduled Oct. 4-8 at the Alliant Energy Center in Madison. Early registration, which includes a cost savings, ends Aug. 19. Final registration ends Sept. 9.

The six participating foreign buyers are interested in a diverse range of products, including alfalfa, alfalfa meal and pellets, amino acids, beet pulp, high protein corn meal, Dried Distiller Grain Solubles, lysine, microbial feed additives, milk replacers, pre-mixed feeds, soybean meal, vitamins and minerals, and whey products.

Participants in the 2015 Value-Added Feed and Feed Ingredients Buyers Mission projected a total of \$17.4 million in sales in the 12 months following the mission. Wisconsin companies interested in exploring new opportunities for their feed products are encouraged to take advantage of this cost-effective way to build relationships with international buyers and to gain valuable insights into the represented markets.

Food Export Midwest and DATCP are the co-sponsors of the event. For more information, contact DATCP’s Jennifer Lu at 608-224-5102 / jennifer.lu@wi.gov or Enrique Gandara at 608-224-5113 / enrique.gandara@wi.gov.

What: Value-Added Feed and Feed Ingredients Buyers Mission

Where: Concourse Hotel, Madison, Wisconsin

When: Tuesday, October 4, 2016 (9:00 a.m. to 12:00 p.m.)

Wednesday, October 5, 2016 (8:30 a.m. to 12:30 p.m.)

Thursday, October 6, 2016 (8:30 a.m. to 5:00 p.m.)

Cost: \$150 if registered by Aug. 19; \$225 by Sept. 9.

Register: Online at <https://www.foodexport.org/programs-services/enter-new-markets/buyers-missions/G16FED>