



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Council Meeting Minutes September 10, 2025

The Wisconsin Agricultural Export Council (WAXC) met in the Board Room at the Wisconsin Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Drive, Madison, WI 53718 and via MS Teams Webinar on September 10, 2025. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Chad Vincent, Brandon Bickham, Jackie Fett, Grant Holley, Kevin Krentz, Larry Krueger, Kevin Lipps, Charles Wachsmuth, Angela Weber and Ira Frydman

Members not present: Keith Heikes, Craig Briess, Bob Fitzgerald, Amy Radunz, Jeff Schwager and Ryan Wucherer

Others in attendance: Secretary Randy Romanski, Rep. Brienne Brown, Sen. Jeff Smith, Deputy Secretary Aileen Switzer, Assistant Deputy Secretary Mike Strigel, Bradford Steine, Aaron Zitzelsberger, Julie Lassa, Jayne Krull, Aaron O'Neal, Julie Schmitt, Shirley Acedo, Cassi Miller and Claire Esselman

Meeting called to order at 9:30 a.m.

1. Welcome by DATCP Secretary Randy Romanski and WEDC Aaron Zitzelsberger
2. Chair Welcome
3. Roll Call of Council Members: Members present noted above
4. Approval of September 18, 2024, and March 5, 2025 Meeting Minutes: Motion for approval of both minutes from Krentz and seconded by Bickham. Motion passed.
5. Introduction of Ira Frydman, DATCP Export and Business Development Bureau Director
6. Public Comments: No public comments
7. Export Highlights YTD 2025 June: Review and discussion
8. WAXC Dairy, Meat and Crop Industry Leader Discussion: First Six Months of 2025 Export Results: Panel style discussion moderated by Secretary Romanski and Ira Frydman
9. WIAE FY 2025 Results, Trade Promotion Activities and Budget: Review and discussion
10. DATCP FY 26 Planned Activities: Review and discussion
11. WEDC Trade Ventures FY26 and IMAG: Presented by Aaron Zitzelsberger
12. Testimonials and Data Collection to Support the 5-year WIAE Report: Presented by Secretary Romanski
13. Upcoming Meetings & Closing Remarks: Webinar January 2026 (TBD) & Council Meeting March 2026 (TBD)
14. Motion by Bickham and seconded by Krentz. Motion passed.

Adjourn at 12:12 p.m.

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