



# Wisconsin Agricultural Export Advisory Council

International Agribusiness Center | Division of Agricultural Development

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

September 10, 2025

# WAXC AGENDA

## SEPTEMBER 10, 2025

- Call Meeting to Order
- DATCP and WEDC Welcome
- Chair Welcome and Roll Call of Council Members
- Approval of September 18, 2024, and March 5, 2025 Meeting Minutes
- Introduction of Ira Frydman, DATCP Export and Business Development Bureau Director
- Public Comments
- Export Highlights YTD 2025 June
- Discussion - First Six Months of 2025 Export Results



# WAXC AGENDA

## SEPTEMBER 10, 2025 (CONTINUED)

- Break
- WIAE FY 2025 Results, Trade Promotion Activities and Budget
- DATCP FY 26 Planned Activities
- WEDC Trade Ventures FY26 and IMAG
- Testimonials and Data Collection to Support the 5-year WIAE Report
- Dates for Upcoming Meetings & Closing Remarks
- Adjourn





# IRA FRYDMAN

## DATCP EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



As the Export and Business Development Bureau Director, Ira Frydman will lead efforts to strengthen international agricultural trade and expand market opportunities across the state. Prior to DATCP, Frydman was a career U.S. diplomat with over 20-years of experience managing teams and designing international programs in the fields of agriculture and food security, economic growth, trade, environment, and energy. Since 2010, he served as United States Agency for International Development Foreign Service Officer in Nicaragua, Kenya, Afghanistan, Thailand, and Pakistan.

Earlier in his career, Frydman worked with the United Nations Development Programme in Malawi and Kenya and served as a United States Peace Corps Volunteer in Haiti. He holds a bachelor's degree in environmental studies from the University of Kansas and a master's degree in International Agricultural Development from the University of California, Davis. He currently lives in Madison with his wife and two kids.



WAXC AGENDA  
MARCH 5, 2025

# Public Comment 10-minutes



# EXPORT HIGHLIGHTS 2025 QUARTER 2, YEAR-TO-DATE

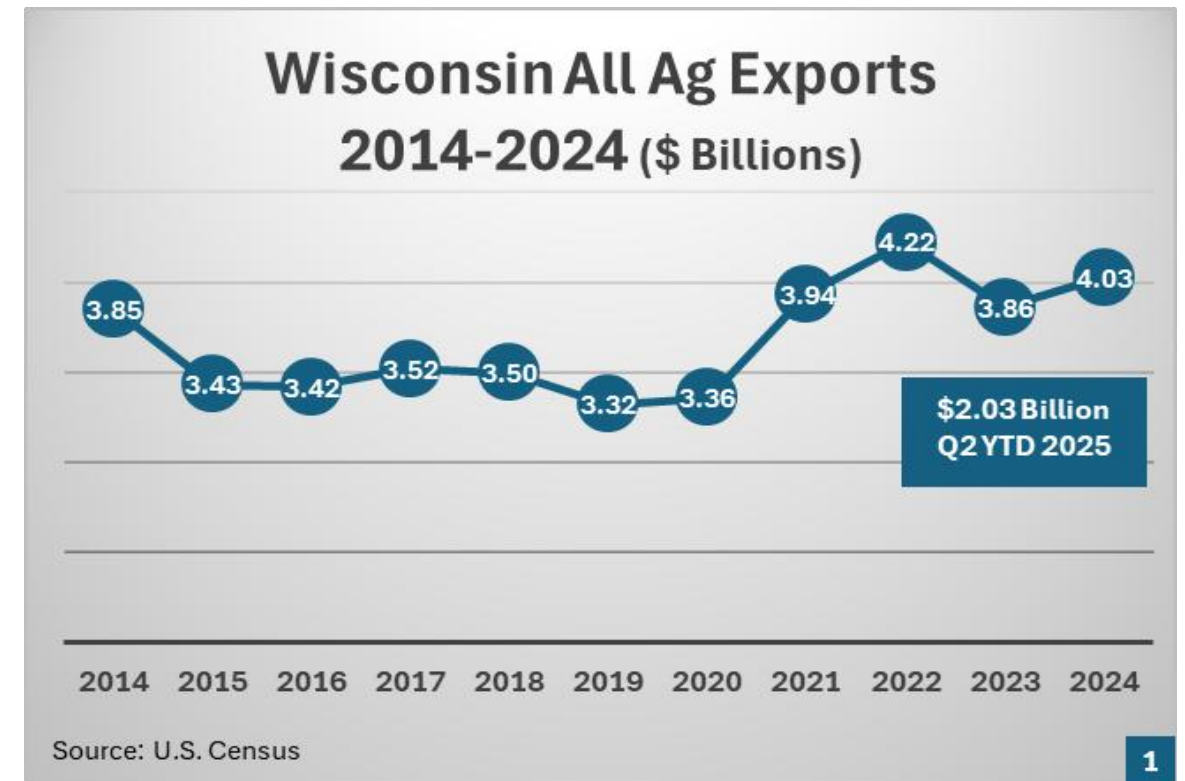
IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



# WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER 2

All Wisconsin Food, Forestry, and Agriculture  
Exports down 0.53% year-to-date

1. Sauces, Yeasts – up 14%
2. Dairy – up 9%
3. Vegetables, Fruits – up 5%
4. Wood – down 24% (tariff impact: China, & Canada)
5. Beverages – up 16%
6. Meat cuts – up 10%
7. Aromatics – up 3.55%
8. Albumins – up 37%
9. Meat sausages – down 16%
10. Bovine semen – down 15% (non-tariff impact from China )

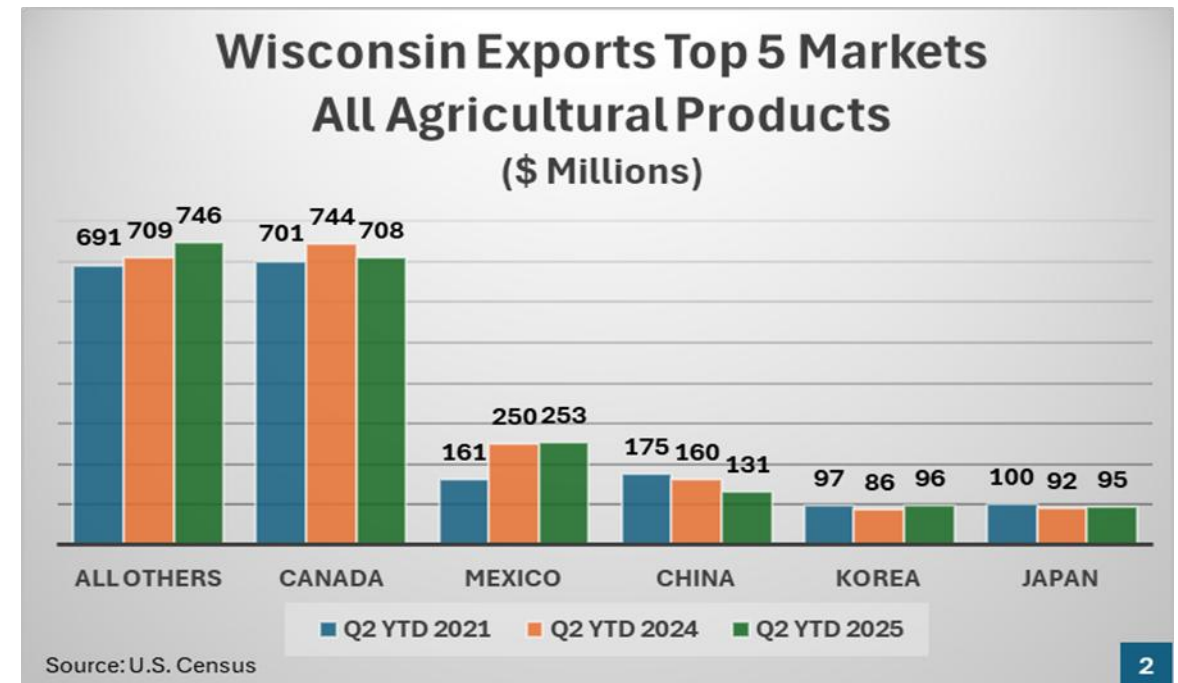


# WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER 2– COUNTRIES

Wisconsin ag exports reached \$2.03 billion in the first half of 2025 – the third highest half on record

1. Canada – up 6% (ethanol, food prep)
2. Mexico – up 1.4% (cereals, dairy)
3. China – down 18% (dairy, wood, food prep)
4. Korea – up 12% (food prep, dairy, meat cuts)
5. Japan – up 4% (meat cuts, albumins, meat sausage)
6. Germany – up 24% (enzymes, aromatics, peptones)
7. Netherlands – flat (cranberries, food prep, bovine genetics)
8. Australia – down 2% (food prep, dairy cranberries, albumins)
9. United Kingdom – up 12% (bovine semen, DDGS, wood)
10. Ireland – up 109% (enzymes, DDGS)

Beyond the top 10: Congo (DRC) up 109%, India up 47%, Thailand up 26%, Indonesia down 41%, Sweden up 58%

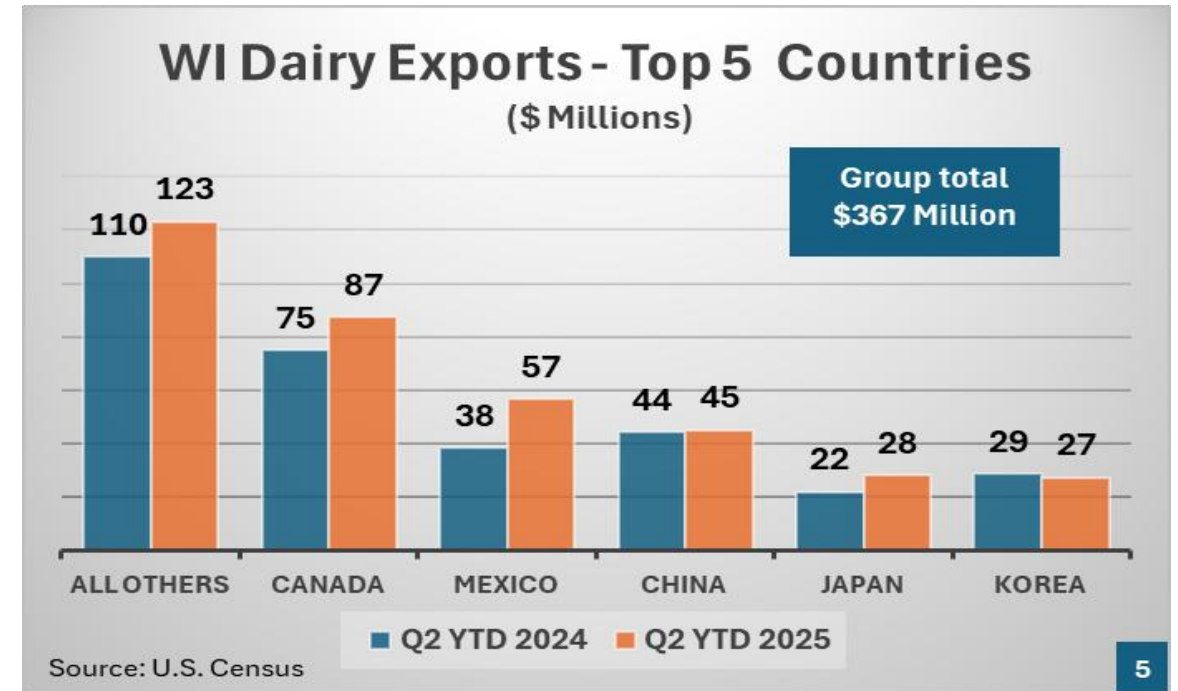




# WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER 2– DAIRY

## Top 10 Countries: 8% of total

1. Canada – up 15% (milk albumins, cheese & curd)
2. Mexico – up 47% (cheese, curd, whey, lactose)
3. China – up 2% (whey, milk albumins)
4. Japan – up 28% (milk albumins, whey, lactose)
5. Korea – down 5% (milk albumins, cheese, curd)
6. India – up 56% (lactose, milk albumins)
7. Australia – down 3% (cheese, curd, milk albumins)
8. Vietnam – up 91% (whey, lactose)
9. Thailand – up 113% (whey, milk albumins)
10. Netherlands – up 40% (milk albumins, lactose)



## Key Dairy trade promotion activities YTD:

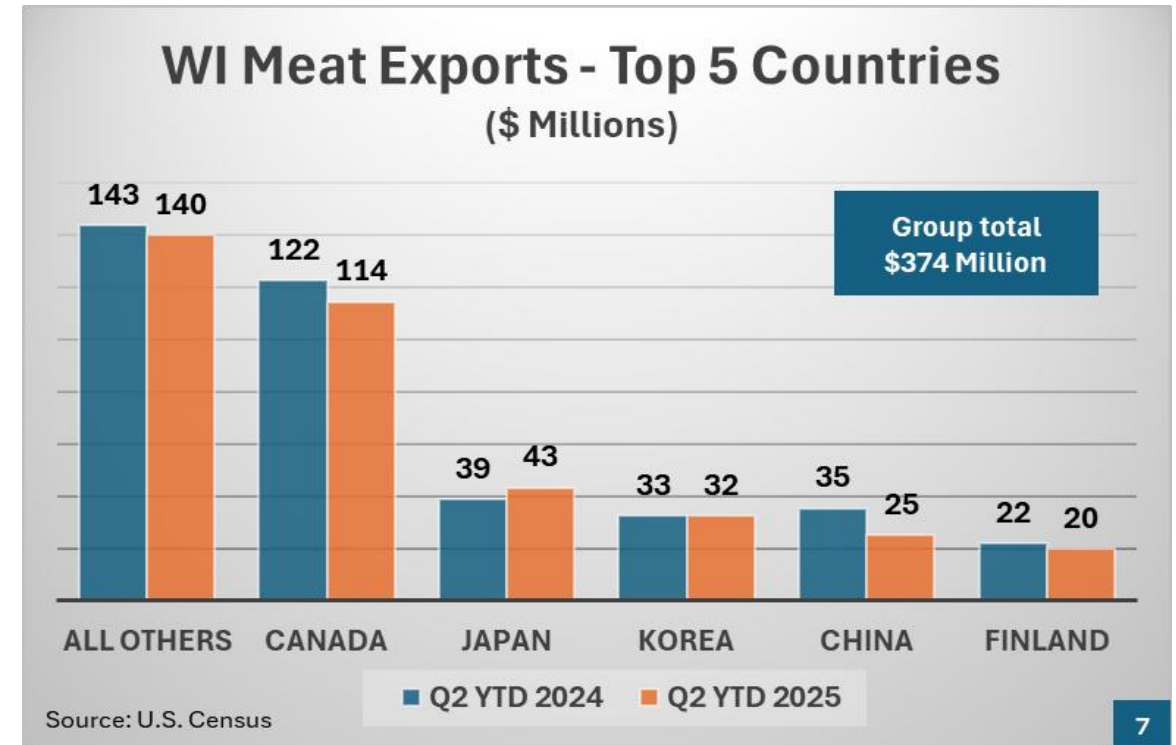
VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound EU Cheese, NRA Chicago,



# WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER 2– MEAT

## Top 10 Countries: 82% of total

1. Canada – down 7% (sausage, peptones, purebred cattle)
2. Japan – up 11% (fresh/chilled beef, sausage)
3. Korea – flat (fresh/chilled beef, sausage)
4. China – down 30% (fresh/chilled beef; bovine genetics stopped)
5. Finland – down 9% (mink)
6. Germany – up 30% (peptones, bovine genetics)
7. Mexico – up 20% (bovine genetics, prepared meats)
8. Taiwan – down 20% (fresh/chilled beef)
9. United Kingdom – up 27% (bovine semen)
10. Brazil – up 23% (bovine semen, peptones)



## Key meat trade promotion activities YTD:

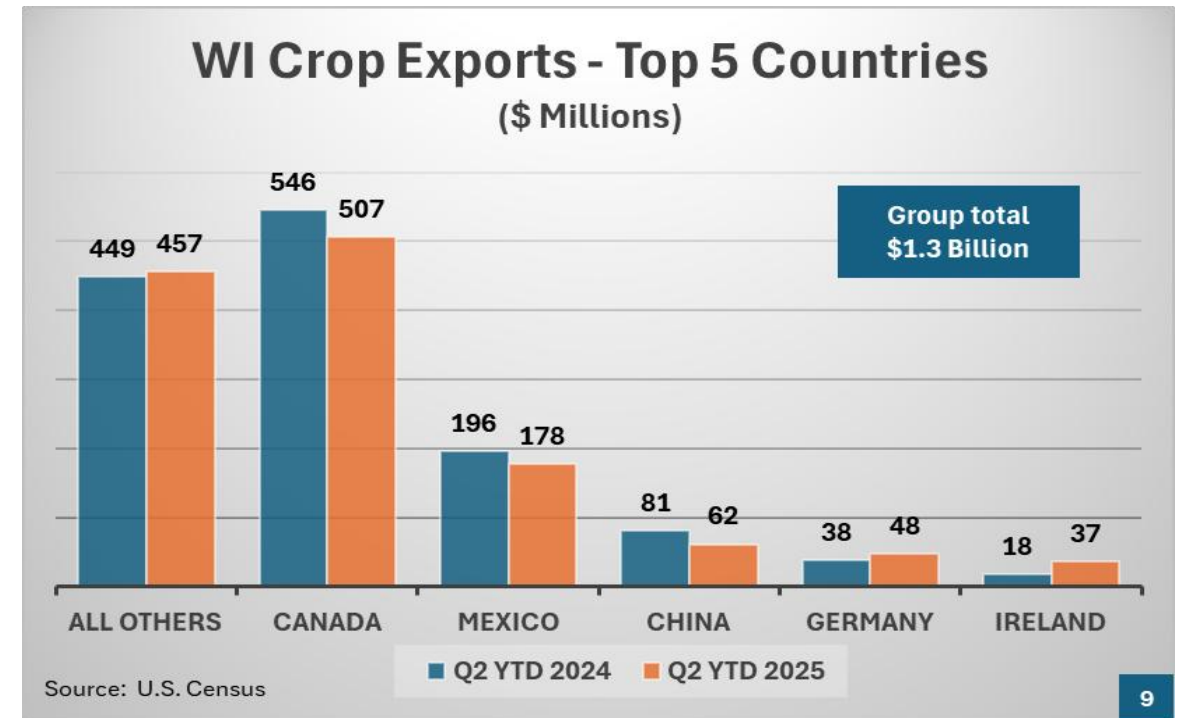
IDW Australia, VIV Thailand, Hong Kong Fur, Inbound German Farmers, NRA Chicago,



# WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER 2– CROPS

## Top 10 Countries: 77% of total

1. Canada – down 7% (ethanol, prep vegetables)
2. Mexico – down 9% (, wheat, corn, malt, cranberries)
3. China – down 23% (wood, ginseng, genetics dropping)
4. Germany – up 24% (flavorings, aromatics, enzymes, sauces)
5. Ireland – up 102% (enzymes, DDGs)
6. Korea – up 47% (food preparations, cranberries)
7. Netherlands – down 8% (cranberries, sauces)
8. Congo (DRC) – up 107% (corn meal, \$30M)
9. Australia – down 17% (cranberries, food prep)
10. United Kingdom – up 6% (DDGs, cranberries, wood)



## Key crop trade promotion activities YTD:

VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound German Farmers, Tutto Italy, U.S. Ginseng Summit, NRA Chicago, Interzum Germany



# WAXC DAIRY, MEAT AND CROP INDUSTRY LEADER DISCUSSION: FIRST SIX MONTHS OF 2025 EXPORT RESULTS

DISCUSSION LEAD BY SECRETARY ROMANSKI & IRA FRYDMAN



# WAXC AGENDA

## MARCH 5, 2025

Break  
10-minutes





# RECENT TRADE PROMOTION HIGHLIGHTS AND PLANNED ACTIVITIES

IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



# WIAE FY 2025 RESULTS, TRADE PROMOTION ACTIVITIES AND BUDGET

- WIAE FY 2025 Results – Trade Promotion Activities
  - ▣ 40 trade promotion activities
  - ▣ 169 Wisconsin companies and 27 agribusiness organizations
  - ▣ Immediate sales = \$11,155,050
  - ▣ Anticipated one-year sales = \$17,616,700
  - ▣ Anticipated number of jobs created or retained: 241



# WIAE EXPENDITURES

**\$3,062,556**

**FY22, 23, 24, 25 Total**

- \$2,471,880 Trade Promotion Activities
- \$149,500 International Market Access Grant
- \$315,649 Export Expansion Grants (\$1,563,882 Total Awarded)

## WIAE Product Group Percentages:

- Dairy 48%, Meat 24%, Crop 28%



# TRADE PROMOTION ACTIVITIES: SEPTEMBER 2025 – MAY 2026

*TENTATIVE & SUBJECT TO CHANGE*

## September 2025

- 5-13 WEDC Trade Mission, Tokyo, Japan
- 8-11 Fine Food Australia, Sydney, Australia
- 10-12 Americas Food & Beverage Show, Miami, FL
- 14-18 NASDA Annual Meeting, Rogers, Arkansas
- 16-18 VIC-TAM LATAM Feed, Sao Paulo, Brazil
- 17-18 US-IDF Fall Seminar & Membership Meeting, Rosemont, IL
- 23-25 Inbound USMEF Central American Beef Buyers Mission
- 30-Oct. 3 World Dairy Expo, Madison, WI

## October 2025

- 1 Tri-National Accord (NASDA), Mexico
- 4-8 ANUGA Cologne, Cologne, Germany
- 14-16 Food Export Meetings Fall, Philadelphia, PA
- 20-23 IDF World Dairy Summit, Santiago, Chile

## November 2025

- 2-6 USDA Trade Mission, Mexico
- 3-7 Seminar/Training, Algeria/Ethiopia/Qatar
- 3-10 China International Import Expo, China
- 9-14 WEDC Trade Mission to Canada

## November 2025 (continued)

- 11-15 Food & Hospitality China (FHC), Shanghai, China
- 12-14 USMEF Fall Planning Meeting, Indianapolis, IN

## December 2025

- 10-11 USDEC CCP AG Meeting, Arlington, VA

## January 2026

- 11-13 Specialty Food Buyers Mission at Winter Fancy Faire, San Diego, CA
- 20-23 USDA Trade Mission, Cote d'Ivoire
- 26-30 Gulfood, UAE, Dubai

## February 2026

- 1-3 NASDA Winter Policy Conference, Washington, D.C.
- 10-12 USLGE Annual Meeting, Guadalajara, Mexico
- 16-27 Training Zoopole/Senegal/Tanzania/Ivory Coast, Morocco/Senegal/Tanzania
- 10-13 USLGE Annual Meeting, Guadalajara
- 22-28 WEDC Trade Mission, Monterrey and Mexico City, Mexico
- 25-28 Hong Kong International Fur Show, Hong Kong

## March 2026

- 10-13 FOODEX Japan, Tokyo
- 23-26 USDEC Board Meeting, Arlington, VA

## April 2026

- 29-May 1 SIAL Canada, Montreal, Canada

## May 2026

- 12-15 Interzoo, Nürnberg, Germany
- 20-22 ILDEX Vietman, Ho Chi Minh City, Vietnam
- 20-22 USMEF Spring Tactical Planning Meeting, Oklahoma, OK

## June 2026

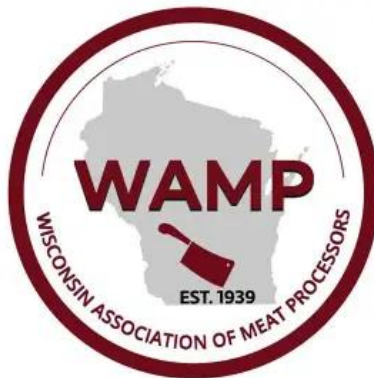
- 2-4 VIV Europe, Utrecht, Netherlands
- 4-5 Interzum Italy, Bergamo Italy

For more information visit: [International Agribusiness Center Calendar](#)



# RECRUITMENT ACTIVITIES/EVENTS

TENTATIVE & SUBJECT TO CHANGE



# ORGANIZATIONS / PARTNERS



National Association  
of Animal Breeders



WISCONSIN  
CHEESE MAKERS  
ASSOCIATION  
EST. 1891

WISCONSIN  
ECONOMIC DEVELOPMENT





# International Agribusiness Center Team



**Ira Frydman**

Director, Export and  
Business Development  
Bureau

(608) 224-5101

[ira.frydman@wi.gov](mailto:ira.frydman@wi.gov)



**Shirley Acedo**

International Consultant  
*Food/Processed Foods, Livestock  
and Genetics, Dairy*

(608) 419-4643

[shirley.acedo@wi.gov](mailto:shirley.acedo@wi.gov)



**Jacob Leum**

International Consultant  
*Food/Processed Foods, Animal  
Feed,, Livestock and Genetics*

(608) 514-4538

[jacob.leum@wi.gov](mailto:jacob.leum@wi.gov)



**Jennifer Lu**

International Consultant  
*Forestry Products, Livestock  
and Genetics, Dairy*

(608) 347-1852

[jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov)



**Cassi Miller**

International Consultant  
*Domestic Shows and Inbound  
Missions*

(608) 259-0208

[cassi.miller@wi.gov](mailto:cassi.miller@wi.gov)



**Claire Esselman**

Food Export Midwest Intern  
*Export Data, Certificates of Free  
Sale, Inbound Missions*

[claire.esselman@wisconsin.gov](mailto:claire.esselman@wisconsin.gov)



# Wisconsin Agricultural Export Advisory Council

## WEDC Update

Aaron Zitzelsberger, Senior Director, Global Trade & Investment



# WEDC/DATCP Wisconsin Initiative for Agriculture Exports FY26 Update

## ► WIAE International Market Access Grants

- Through the IMAG, Wisconsin companies can be reimbursed for specific short-term expenses associated with a targeted export project that will help to grow their presence in their identified international market(s).
- WEDC continues to work closely with DATCP to engage Wisconsin agriculture companies to use these grant dollars for projects focused on accelerating their export strategy.
- **WEDC's next application window opens July 1.**

## ► Grant Description

- Up to \$30,000 can be awarded and the company must provide 30% match.
- Can be used for export education, trade shows/missions, marketing and promotion, consulting services, and product design for export.

# **FY26 WEDC Trade Missions**



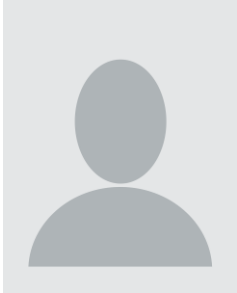
**Global Trade Mission: Japan (Tokyo)**  
**September 5-13, 2025**

**Global Trade Mission: Canada (Montreal & Toronto)**  
**November 9-14, 2025**

**Global Trade Mission: Mexico (Monterrey & Mexico City)**  
**February 2026 – Dates TBD**

**Global Trade Mission: Germany (Berlin & Frankfurt)**  
**June 2026 – Dates TBD**

# GLOBAL TRADE & INVESTMENT CONTACTS



## **TBD**

Vice President,  
Global Trade and Investment



## **Aaron Zitzelsberger**

Senior Director,  
Global Trade & Investment  
608.210.6734  
aaron.zitzelsberger@wedc.org



## **Francisco Carrillo**

International Business Development  
Director  
Latin America, Spain, Portugal  
608.210.6757  
francisco.carrillo@wedc.org



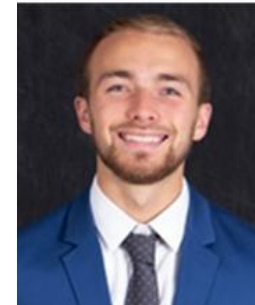
## **Chad Hoffman**

Market Development Director  
Canada, Australia, India, Africa, and  
Middle East  
608.210.6890  
chad.hoffman@wedc.org



## **Fanfu Li**

International Business Development  
Director  
Asia  
608.210.6868  
fanfu.li@wedc.org



## **Rome Rauter**

Market Development Director  
Europe  
608.210.6801  
rome.rauter@wedc.org



## **Shelia Postler**

Grants Manager,  
Global Trade and Investment  
608.210.6773  
shelia.postler@wedc.org

# TESTIMONIALS AND DATA COLLECTION TO SUPPORT THE 5-YEAR WIAE REPORT

DISCUSSION LEAD BY SECRETARY ROMANSKI





## UPCOMING DATES

### WAXC Webinar

- January 2026

### WAXC Council Meeting

- March 2026 (Prairie Oaks State Office Building and Virtual)



# WAXC AGENDA

## JUNE 18, 2025

# Adjourn



# Thank you!



Ira Frydman

International Agribusiness Center, Division of Agricultural Development

[ira.frydman@wisconsin.gov](mailto:ira.frydman@wisconsin.gov), (608) 224-5101

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)