



## Wisconsin Department of Agriculture, Trade and Consumer Protection

# DATCP's International Agribusiness Center updates

Wisconsin Department of Agriculture, Trade and Consumer Protection sent this bulletin at 01/28/2021 10:59 AM CST



January 2021

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## Stay in the know with the latest updates!

### Increase Your Market Share Today

The Branded Program supports U.S food and agriculture companies' international marketing efforts by providing up to 50% cost reimbursement for a wide variety of international activities including:

- Social Media advertisement
- International website development
- Package and label modifications
- In-store promotions and product demonstrations
- Fees for exhibiting at some overseas trade shows and selected trade shows held in the U.S.
- Public relations and seminars
- Marketing and point-of-sale materials
- Freight cost for samples

Secure your 2021 Branded funds: learn more by visiting, <https://foodexport.org/programs-services/increase-market-share/branded-program/>

### What's happening in the top country markets?

Food Export launched a blog, where you'll find valuable information from In-Market Representatives as they provide monthly reports about what's going

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on in markets around the world and the latest industry trends.

View this information in the blog here, <https://foodexport.org/blog/>

## Update your Online Product Catalog

Update your product catalog listing to more effectively promote your products to international buyers from around the world. Updates could be new product lines, flavors, shelf-life of products, discontinuing of any products, etc.

If you have updates to be made, please contact Lindsey Sarbacker at [lindsey.sarbacker@wisconsin.gov](mailto:lindsey.sarbacker@wisconsin.gov)

## New Reports

DATCP Weekly Country Reports: DATCP has been compiling information on global market activities since the onset of the COVID-19 pandemic. To view these, visit,

[https://datcp.wi.gov/Pages/Growing\\_WI/InternationalAgribusiness.aspx](https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx)

Food Export Country Profiles: Access in-depth research and data to gain market intelligence on specific countries to determine if the market is the right fit for your products. Visit, <https://foodexport.org/get-started/country-market-profiles/>

## Educational Webinars for Food Companies

Take advantage of recorded webinars and videos that provide exporter intelligence, some include:

1. Rules of Origin and Documenting Origin for the USJTA
2. USMCA Rules of Origin
3. Selecting and Managing Distributors During COVID-19
4. Update from Vietnam: COVID-19 Effects on an Emerging Market

For access to these webinars and more, click [here](#). Please note: a Food Export account is required to access recorded webinars. New to Food Export? Follow this [link](#)

## Upcoming Events

### Interzum Cologne 2021

**Dates/Location:** May 4-7, 2021

**Cost:** \$500 for a shared booth space

**Deadline:** March 31, 2021

Interzum is the world's leading trade fair for furniture production and design. Every two years the most innovative products, new technological developments and state-of-the-art materials are showcased at this world class industry event. Furniture manufacturers, interior designers, architects, products developers, consultants around the world all gather in Cologne, Germany to seek the latest trends. Wisconsin forestry businesses are

encouraged to take advantage of this state-sponsored event to meet and network in front of large potential international buyers.

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### Upcoming Food Export Events

Food Export has a several upcoming events that include:

Buyers Missions, [link to view](#)

Focused Trade Missions, [link to view](#)

### Upcoming USDA Virtual Trade Events

The USDA, Foreign Agricultural Service (FAS) is expanding its trade promotion activities to include virtual trade events. These events enable U.S. exporters to engage directly with potential foreign buyers, forging partnerships and generating sales.

To view upcoming events please visit, <https://www.fas.usda.gov/topics/virtual-trade-events>



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