

International Agribusiness Center Newsletter

March 2022



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Register Now for the Global Trade Venture to Germany and Austria

Funded by the [Wisconsin Initiative for Agricultural Exports](#)

DATCP invites Wisconsin agribusinesses interested in expanding exports to join DATCP and WEDC on a global trade venture to Germany and Austria! Through this trade venture, companies will be able to have invaluable one-on-one meetings with potential buyers, learn more about exporting to Germany and Austria, and gain important export insights. The agriculture and food track of this trade venture is funded by the [Wisconsin Initiative for Agricultural Exports](#).

Dates: May 14-21, 2022

Location: Munich, Linz, and Vienna

Registration deadline: March 11, 2022

Participant Fee: \$2,200 for the first participant from a Wisconsin exporter of goods or services
\$2,400 for the second participant from the same company

For more information and to register, please visit [WEDC's website](#).

Check out the Food Export Buyers Mission to the IDDBA Show

Funded by the [Wisconsin Initiative for Agricultural Exports](#)

Meet international buyers at the [Food Export Buyers Mission to IDDBA](#) (International Dairy Deli and Bakery Association) show in Atlanta, Georgia, June 5-6, 2022. For companies that qualify, DATCP will reimburse the buyers mission participation and trade show badge fee with funds from the [Wisconsin Initiative for Agricultural Exports](#). Until March 28, the buyers mission participation fee is \$150.00. Review the buyers profiles before registering.

For more information, contact:

Lisa Stout

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Phone: (608) 224-5126

Grant Opportunities

Export Expansion Grants

Funded by the [Wisconsin Initiative for Agricultural Exports](#)

This grant aims to accelerate the growth of Wisconsin dairy, meat, and crop product exports. Applicants must be a not-for-profit organization, located in Wisconsin, and currently serving or have the ability to serve Wisconsin agribusinesses. Wisconsin agribusiness associations, technical colleges, universities, and economic development organizations are encouraged to apply.

Projects can receive grant funds for up to two years in duration, with an option to request an additional year. Grant awards will range from \$25,000 to \$50,000. Matching funds are required at 20 percent of the grant award and can be cash or in-kind. Eligible project expenses include, but are not limited to, travel associated with trade promotion activities, event promotion, marketing materials, advertising, subscriptions, contractor fees, and translation services.

DATCP will use a competitive review process to select the most qualified projects. Selected projects and work will begin in May 2022.

Grant information and application materials are available at https://datcp.wi.gov/Pages/Growing_WI/WisconsinInitiativeForAgriculturalExports.aspx.

Applications Deadline: March 18, 2022

For more information, contact:

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International Market Access Grants (IMAG)

Funded by the [Wisconsin Initiative for Agricultural Exports](#)

Coordinated by WEDC, IMAGs provide funding to support a company's specific export development and deployment strategy. The WIAE expands WEDC's existing IMAG program by designating funds solely for agribusinesses. Applicants must be an established agribusiness that is new to exporting or expanding into new markets, operating in Wisconsin for at least one year, and manufacturing, processing, assembling, or distributing a product that has the potential to be exported.

Companies that have not completed [Expotech™ training](#) can receive IMAG funding up to three times with a maximum of \$10,000 per grant. Expotech™ graduates can receive IMAG funding up to six times with a maximum of \$25,000 per grant. Matching funds are required at 30 percent of the grant award. Eligible project expenses include costs associated with trade shows and ventures, marketing, promotions, consulting services, and export education.

For more information on the IMAG program, visit <https://wedc.org/programs-and-resources/global-business-development-program/>.

Application Deadline: April 1, 2022

For more information or an application, contact:

Katie Ujdak, Global Trade & Investment Grants Specialist

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Find the Right Market and Buyer for your Products with the Food Export's Market Builder

What is the Advantage of Using Market Builder?

This one-of-a-kind program offers custom packages designed to each exporter's needs and provides valuable expert feedback about your product's potential in new international markets within all industry segments.

Market Builder has two components: Market Scan and Rep Finder, which can be purchased together or separately.

- Market Scan provides in-depth market research for a specific product.
- Rep Finder provides the opportunity for direct meetings between your company and a select group of targeted importers.

To learn more about this program, please visit the [Food Export website](#).

Fellowship will Bring Thai cheese retailers, marketers to Wisconsin to learn about speciality cheeses

The University of Wisconsin–Madison College of Agricultural and Life Sciences and the Center for Dairy Research will help host a group of cheese retailers and cheese marketing specialists from Thailand later this year thanks to a Cochran Fellowship Program grant from the USDA – Foreign Agricultural Service. This program was developed in close collaboration with the Wisconsin Department of Agriculture, Trade and Consumer Protection, including planning and coordination with Wisconsin's cheese industry.

The grant covers the cost of an intensive two-week training program that will help seven Thai Fellows learn about artisanal and gourmet cheeses in the U.S. through interactions with manufacturers, companies, distributors and government partners. The objective is to encourage exports of U.S. cheese to Thailand.

During their visit to Wisconsin, Fellows will visit dairy farms small and large, cheese factories, specialty cheese shops, large retail grocery chains, restaurants and bars. They will meet with representatives from Dairy Farmers of Wisconsin, Wisconsin Cheese Makers Association, U.S. Dairy Export Council, and many other organizations and agencies.

The visit is anticipated to take place in summer 2022.

To view the full press release, visit:

<https://news.cals.wisc.edu/2022/02/10/fellowship-to-bring-thai-cheese-retailers-to-wisconsin/>

Upcoming Events

Applied Genomics Conference

Funded by the [*Wisconsin Initiative for Agricultural Exports*](#)

When: April 1, 2022

Where: Manizales, Colombia

DATCP invites Wisconsin businesses and organizations interested in building or expanding exports to Colombia to participate and exhibit in the “ Applied Genomics Conference in Manizales, Colombia”. We firmly believe that Colombia represents a great opportunity to increase the exports of Livestock & Livestock Genetics from Wisconsin.

The main speaker will be Dr. Francisco Penagaricano. Assistant Professor Quantitative Genomics Research University of Wisconsin. Other presentations include "Genomic testing in dairy & beef cattle: progress, challenges and perspectives", “Breeding for more sustainable dairy & beef cows”, “Deciphering the genetic basis of dairy & beef cattle health, fertility, and efficiency”, and “ Beef on Dairy”

Application Deadline: March 15, 2022

To learn more or apply, contact:

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2022 China Dairy Expo

Funded by the [*Wisconsin Initiative for Agricultural Exports*](#)

When: June 25-27, 2022

Where: Nanchang, China

DATCP is coordinating a Wisconsin Pavilion at the 2022 China Dairy Expo to showcase the high-quality products produced in Wisconsin and expertise that America’s Dairyland has to offer

DATCP invites Wisconsin businesses interested in building or expanding dairy exports to China to exhibit in the Wisconsin Pavilion at the 2022 China Dairy Expo. Companies involved in the following dairy-related fields are encouraged to apply: genetics, feed supplements and nutrition, dairy ingredients and products, animal health, manure water treatment technology and systems, farming, processing, publications, associations, and organizations.

Organized by the China Dairy Association, China Dairy Expo is the largest dairy production event in China, covering the entire dairy production supply chain. China has one of the fastest growing dairy industries in the world and the Nanchang, Jiangxi Province is known as the hub for dairy innovation and production in Eastern China with easy access to key dairy production areas. The province is keen to further develop its dairy industry with the support of its dairy association and government.

Registration Deadline: May 1, 2022

To learn more or apply, contact:

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