

International Agribusiness Center Newsletter

April 2022



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DATCP Accepting Applications for International Agriculture Consultant

DATCP's International Agribusiness Center is hiring an International Agriculture Consultant to assist agribusinesses increase their exports of Wisconsin food, forestry, and agricultural products through one-on-one consultations and by developing, leading, and supporting trade promotion activities. The incumbent will participate in or lead the planning, implementation, training, and evaluation of various economic development programs, focusing on the programs and services provided through DATCP's International Agribusiness Center.

For a full position description and to apply, visit <https://wj.wi.gov/5726>.

DATCP, WEDC Announce New Wisconsin Agricultural Export Advisory Council

DATCP Secretary Randy Romanski and WEDC Secretary and CEO Missy Hughes announced the creation of the new Wisconsin Agricultural Export Advisory Council (WAXC). This council will help guide the initiatives created through the [Wisconsin Initiative for Agricultural Exports \(WIAE\)](#), a collaborative project between DATCP and WEDC to promote the export of Wisconsin's agricultural and agribusiness products.

The council includes international trade experts from WEDC and DATCP, state legislators, and agriculture organizations and agribusinesses representing crop, dairy, and meat products. The council will meet at least twice per year, and the first council meeting will take place at 9 a.m. on May 4, 2022 at the WEDC headquarters, 201 West Washington Avenue, Madison, WI 53703. These meetings are open to the public, and are expected to have virtual attendance options.

For a list of council members and additional information, view the [press release](#).

Upcoming Events

Wisconsin Pavilion at VIV Europe

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

Dates: May 31-June 2, 2022

Location: Utrecht, Netherlands

DATCP invites Wisconsin businesses interested in building or expanding exports to Europe to exhibit in the Wisconsin Pavilion at 2022 VIV Europe Trade Show. Agriculture companies involved in exporting feed and feed products and livestock genetics are encouraged to apply.

For more information, contact:

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Wisconsin Pavilion at China Dairy Expo

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

Dates: June 25-27, 2022 (subject to change)

Location: Jinan, China

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.

Application Deadline: May 1, 2022

To apply, contact:

Jennifer Lu, Economic Development Consultant

International Agribusiness Center

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Buyers Mission to the International Dairy, Deli and Baker Association (IDDBA)

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

Dates: June 5-6, 2022

Location: Atlanta, GA

Food Export Midwest is organizing buyers missions to several U.S. tradeshows. You'll meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings in the U.S., generate new sales leads, and build relationships with key industry players. DATCP will reimburse the registration and show badge fees. You can register two company representatives under one registration. To view buyer profiles, visit the [Food Export-Midwest website](#).

For more information, contact:

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2022 USDA Trade Missions

Philippines: July 18-21, 2022

Kenya: October 31-November 3, 2022

Spain/Portugal: November 29-December 2, 2022

The U.S. Department of Agriculture (USDA) is organizing agricultural trade missions in 2022 to the Philippines, Kenya, and Spain/Portugal. These missions open doors for U.S. food, forestry, and agricultural exporters as well as leadership of U.S. state departments of agriculture, giving them the opportunity to establish relationships with potential customers, gather market intelligence, and generate sales. USDA's Foreign Agricultural Service (FAS) will provide trade mission delegates a platform to conduct face-to-face meetings and receive in-depth market briefings and tours from FAS and industry trade experts who can facilitate the export of U.S. products.

For more information, visit [Trade Missions | USDA Foreign Agricultural Service](#) or contact:

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Wisconsin Pavilion at Fine Food Australia

Funded by the [State Trade Expansion Program \(STEP\) of the Small Business Administration](#)

Dates: September 5-8, 2022

Location: Melbourne, Australia

DATCP is coordinating booth space at the 2022 [Fine Food Australia](#), to showcase the high-quality food products produced in Wisconsin. DATCP invites Wisconsin food businesses interested in building or expanding exports to Australia to exhibit in the Wisconsin Pavilion at the 2022 Fine Food Australia tradeshow.

To apply, contact:

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Focused Trade Mission to Vietnam for Retail, Foodservice & Ingredients

Funded by the [Food Export Association of the Midwest](#)

Dates: September 13-15, 2022

Location: Ho Chi Minh City, Vietnam

Join the Food Export Midwest Focused Trade Mission to Vietnam, September 13-15, 2022 to Ho Chi Minh City. Early registration fee is \$400.00 and ends June 10th. Travel to Ho Chi Minh City for one-on-one meetings with qualified buyers. Additional services include pre-event custom product research, retail store tour, translations of up to two pages of materials into Vietnamese, and table top showcase with trade reception.

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