



# Wisconsin Department of Agriculture, Trade & Consumer Protection

## Wisconsin Agricultural Export Advisory Council

May 4, 2022

# WELCOME

WISCONSIN AGRICULTURAL EXPORT

ADVISORY COUNCIL

OPENING REMARKS

DATCP Secretary Randy Romanski

WEDC Secretary Missy Hughes



# WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL (WAXC) LISA STOUT – DATCP

## Introduction of Council Members

**Mission Statement:** WAXC advises the Secretary of the DATCP on the Wisconsin Initiative for Agriculture Exports (WIAE) plan. The Export Advisory Council will advise on strategies, make recommendations and evaluate the progress towards the objectives in s. 93.425, Stats.

**Structure:** 21 total members – 15 members appointed by the Secretary, 4 legislators, 1 WEDC representative, and 1 DATCP staff.

### Council Charter Key Elements



# WISCONSIN AGRICULTURAL EXPORTS ADVISORY COUNCIL – AARON O’NEIL – DATCP

## **Officers:** Chair, Vice-Chair, and Secretary.

- **The Chair** is responsible for leading the Council, running meetings, and working with DATCP staff to prepare meeting agendas and notices.
- **The Vice-Chair** is responsible for performing the Chair’s duties when the Chair is unable to perform them.
- **The Secretary** is responsible for recording and preparing meeting minutes.
- **Elections:** The Chair and Vice-Chair are elected annually at the Council’s first meeting. The Secretary, by law, is required to be a DATCP employee.



# LEGAL OVERVIEW – OPEN MEETINGS LAW

## AARON O'NEIL – DATCP

- The Council is subject to Wisconsin's Open Meetings Law.
- This means that notice of the Council's meetings, including the agenda, need to be posted in advance, and the meetings need to be open to the public.
- Giving notice is the responsibility of the Council chair, but in practice, DATCP staff will help the chair set the agenda and ensure that proper notice is given.
- Council members should be aware of actions outside of meetings that could inadvertently violate the Open Meetings Law.



# LEGAL OVERVIEW – PUBLIC RECORDS LAW

## AARON O'NEIL – DATCP

- Wisconsin's Public Records Law applies to the Council.
- This law gives the public access to records that relate to government business, including the business of advisory councils.
- Any document, including things like text messages and emails, related to Council business is considered a record that the public presumptively has the right to access.
- Personal records that are unrelated to Council business are not records.
- You should retain records that discuss Council business so the records are available to respond to a records request.



# LEGAL OVERVIEW – PUBLIC RECORDS LAW

## AARON O’NEIL – DATCP

- You do not need to retain transitory records. These are things like emails saying that you will be late to a meeting.
- If you get a request for public records, you should send it to DATCP. DATCP will take care of responding to the request.
- Requests do not have to be in any special format or in writing.
- Handout contains suggestions for complying with the Public Records Law and managing records that you need to retain.



# LEGAL OVERVIEW – STATE ETHICS CODE

## AARON O’NEIL – DATCP

- Council members are expected to comply with the State Ethics Code.
- The purpose of the Ethics Code is to help people avoid conflicts between their personal interests and public responsibilities.
- Don’t accept things of value that could be expected to influence your Council duties.
- Don’t take actions on the Council that will substantially benefit you.
- Don’t disclose or use confidential information that you learn in your service to obtain anything of value for you or someone else.



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

# Elections of Chair and Vice Chair



# WISCONSIN AGRICULTURAL EXPORTS ADVISORY COUNCIL

## PUBLIC COMMENTS



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# Public Appearances

3 2 1



# WISCONSIN INITIATIVE FOR AGRICULTURAL EXPORTS (WIAE) REQUIREMENTS – MARK RHODA-REIS – DATCP

Statute requires DATCP and WEDC to work together to increase Wisconsin exports by 25 percent over the December 31, 2021 value in each of the following product categories: milk and milk products, meat and meat products, and crop and crop products by June 30, 2026. Funding to be applied in the following percentages:

- ▣ 50% to milk and milk products (Dairy)
- ▣ 25% to meat and meat products, and (Meat)
- ▣ 25% to crop and crop products. (Crops)

Minimum of 15% of the spending requirement for grants by December 31, 2022.

Joint Finance Committee (JFC) released funding for FY22 in the amount of \$558,400. JFC funding approval is needed for FY23, FY24, FY25, and FY26.



# STATE FUNDING IN ADDITION TO THE WIAE MARK RHODA-REIS – DATCP

## Wisconsin 2021 ACT 207 Grants for Dairy Exports

\$883,191 – Funds from previous federal dairy development programs, loan fees, and interest payments.

### Requirements

- Grants to grow dairy exports
- JFC approval is not required

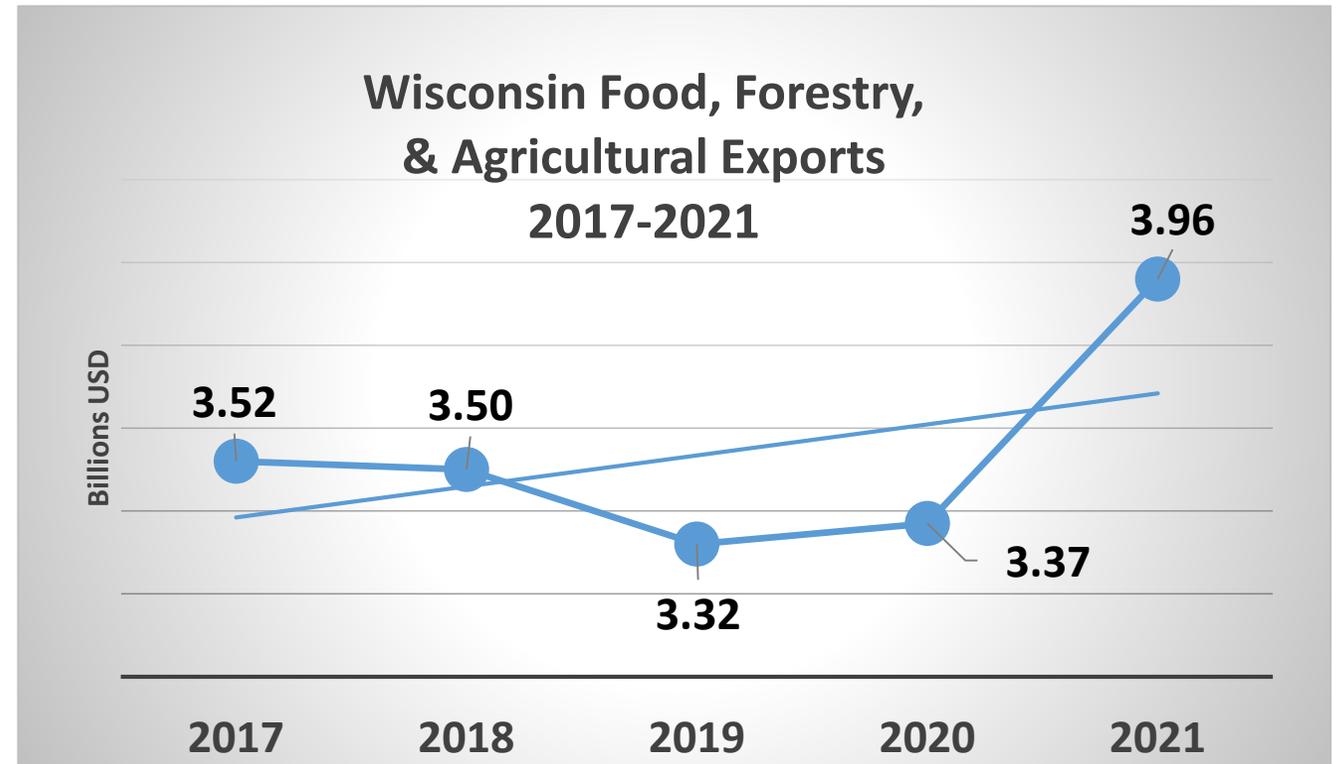


# 2021 DAIRY, MEAT, AND CROP PRODUCT EXPORTS

## MARK RHODA-REIS – DATCP

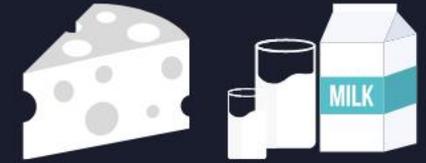
### Five-Year Highlights

- Up 17.5% from 2020
- All-time high – \$3.96 billion
- Five-year average – \$3.53 billion
- U.S. exports – \$200 billion, up 18%
- Strong challenges in 2022



# WISCONSIN EXPORTS

## Dairy and Dairy Products



Wisconsin ranks **1st** in the export of specialty cheeses.

Wisconsin's dairy export products include cream cheese, cheese, whey products, and milk protein isolates.

Wisconsin ranks **5th** in the U.S. for dairy and dairy product exports.

### Top 10 & Targeted Markets

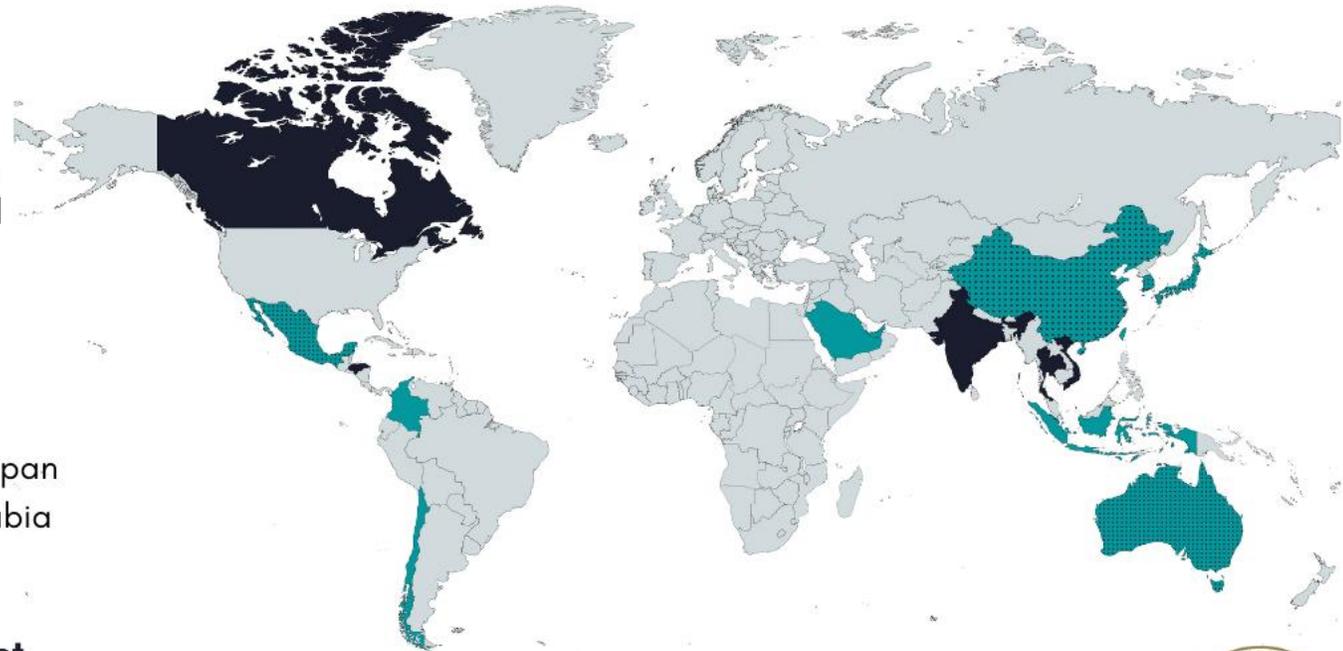
#### Top 10 Markets

Canada | China | Korea  
Japan | Mexico | Vietnam  
Australia | India | Thailand  
Honduras

#### Targeted Markets

Australia | Chile | China  
Colombia | Indonesia | Japan  
Korea | Mexico | Saudi Arabia  
Taiwan | UAE

#### Top 10 & Target Market



### 2021 Exports by Product

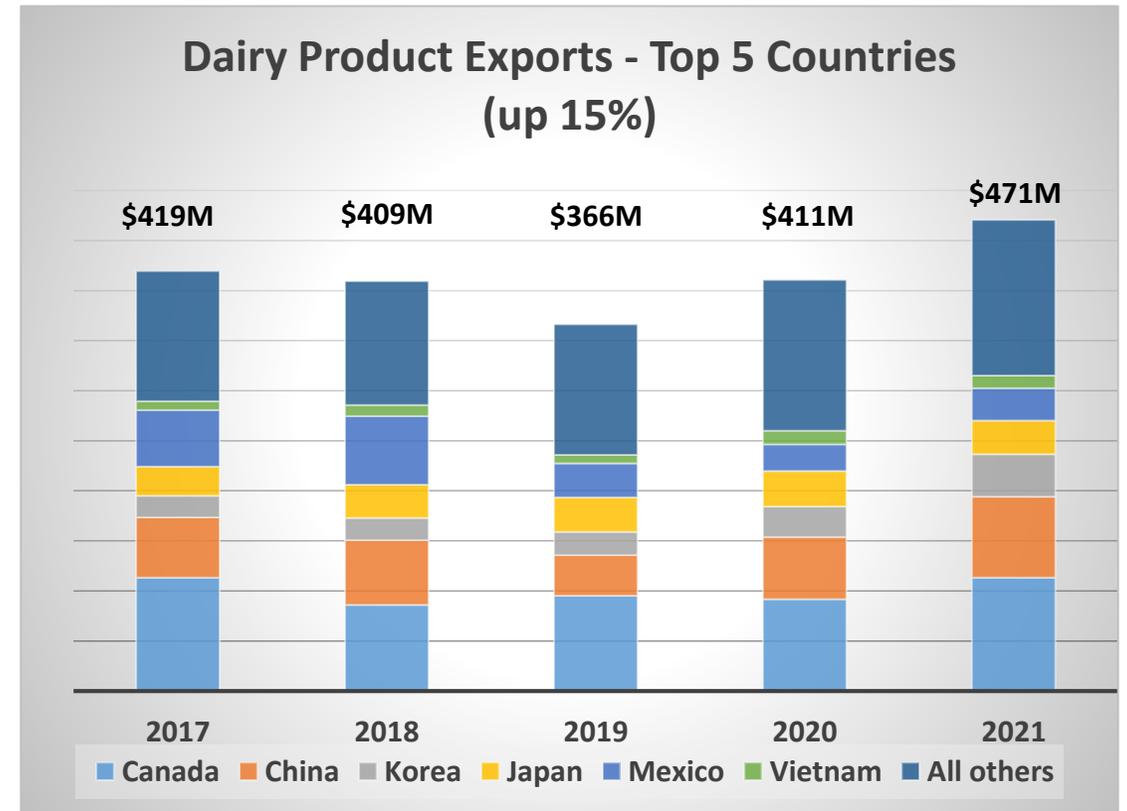


# 2021 DAIRY PRODUCT EXPORTS – \$471 MILLION

## MARK RHODA-REIS – DATCP

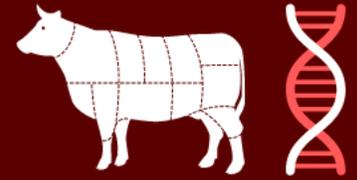
### Dairy Product Highlights (up 15%)

- **12% of all Wisconsin ag exports:** Includes cheese, whey, lactose, and milk proteins.
- **Top 5 products are 95% of the group total:** Whey and Milk, Cheese and Curds, Milk Albumins & Whey Proteins, Lactose Solid and Syrup.
- **Top 5 countries are 67% of the group total:** Canada, China, Korea, Mexico, Japan – highest in the past five years.



# WISCONSIN EXPORTS

## Meat and Meat Products



Meat sausages are Wisconsin's top meat export product.  
Wisconsin ranks 1st in the U.S. for bovine semen and raw furskin exports.  
Wisconsin's meat export products include livestock, meat, sausages, meat offal, fats, oils, bovine semen, furs, and hides.

Wisconsin ranks  
**15th**  
in the U.S. for meat  
and meat product  
exports.

### Top 10 & Targeted Markets

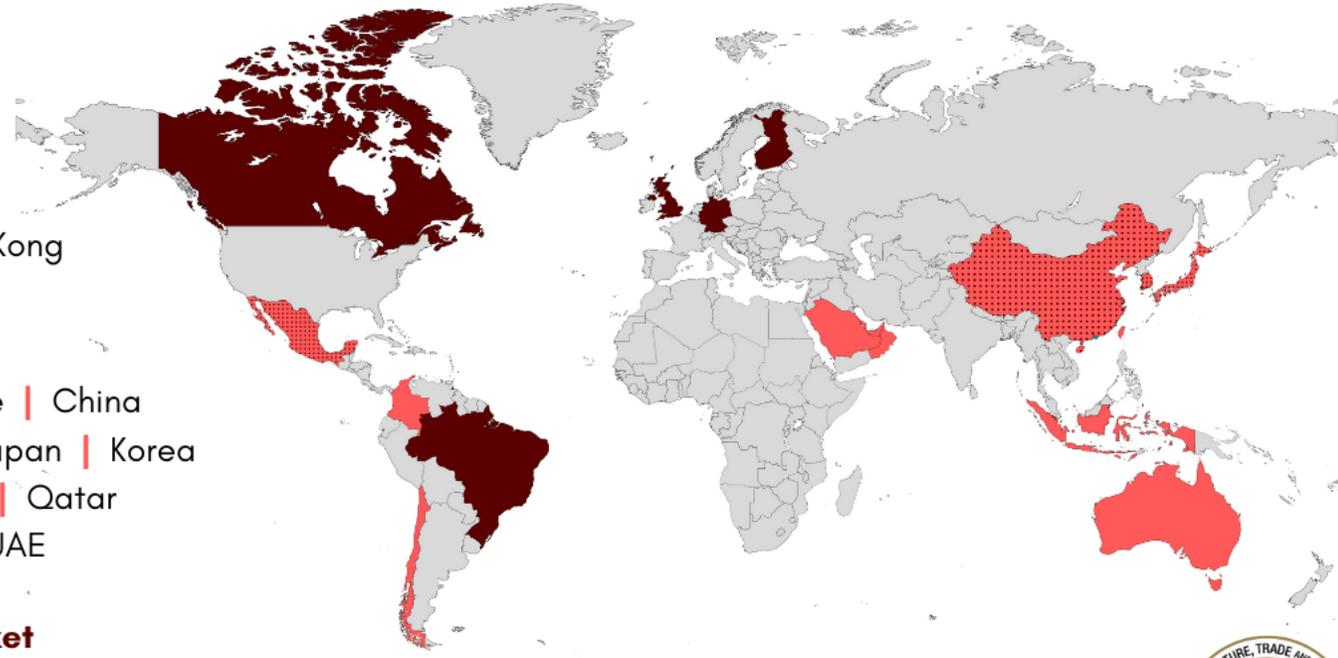
#### Top 10 Markets

Canada | China | Korea  
Japan | Mexico  
United Kingdom | Finland  
Brazil | Germany | Hong Kong

#### Targeted Markets

Australia | Bahrain | Chile | China  
Colombia | Indonesia | Japan | Korea  
Kuwait | Mexico | Oman | Qatar  
Saudi Arabia | Taiwan | UAE

#### Top 10 & Target Market



### 2021 Exports by Product

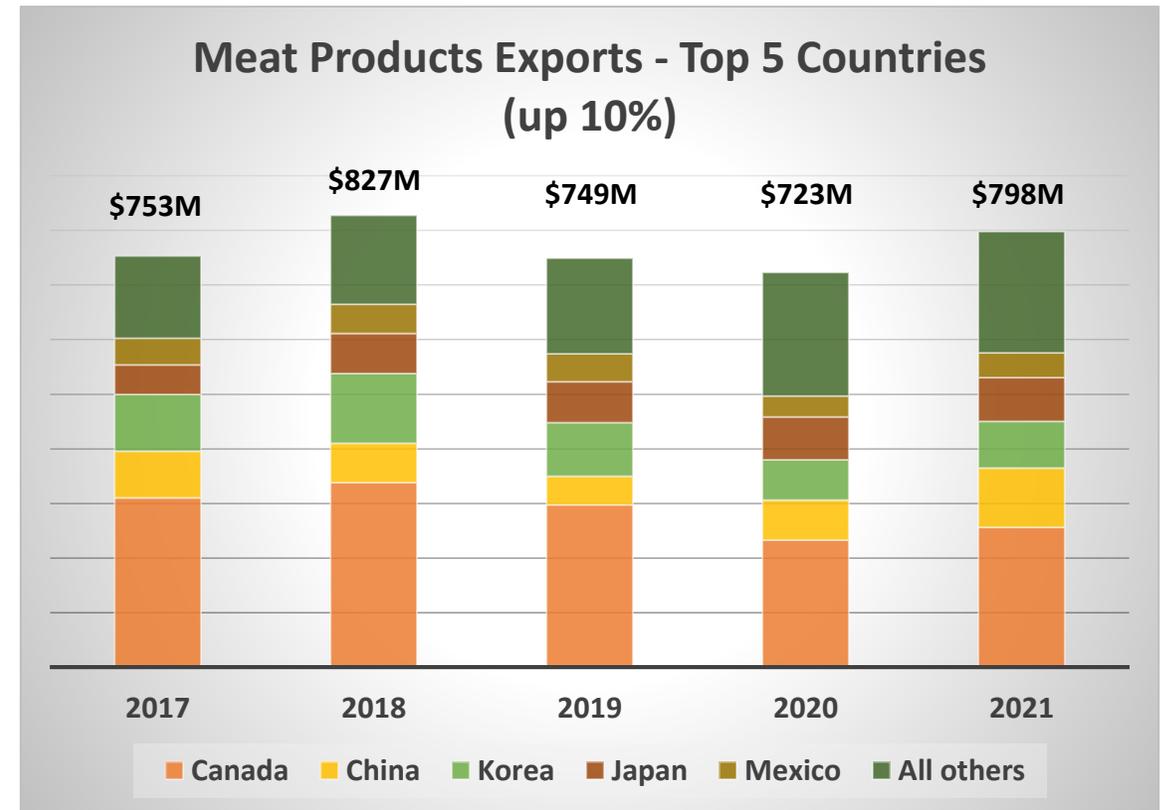


# 2021 YEAR END MEAT PRODUCT EXPORTS – \$798 MILLION

## MARK RHODA-REIS – DATCP

### Meat Product Highlights (up 10%)

- **20 % of all Wisconsin ag exports:**  
Includes livestock, genetics, hides, and furs.
- **Top 5 products are 89% of the group total:** Edible Meat Preparations, Genetics, Meat & Offal, Peptones and Proteins, and Raw Hides.
- **Top 5 countries are 72% of the group total:** Canada, China, Japan, Korea, Mexico – second highest year in last five.



# WISCONSIN EXPORTS

## Crop and Crop Products



Wisconsin ranks **1st** in the U.S. for the export of **ginseng, cranberries (prepared/preserved), and sweet corn (prepared/preserved).**

Wisconsin's crop export products include vegetables, fruits, nuts, prepared cereals, sauces, lumber, and more.

Wisconsin ranks **14th** in the U.S. for crop and crop product exports.

### Top 10 & Targeted Markets

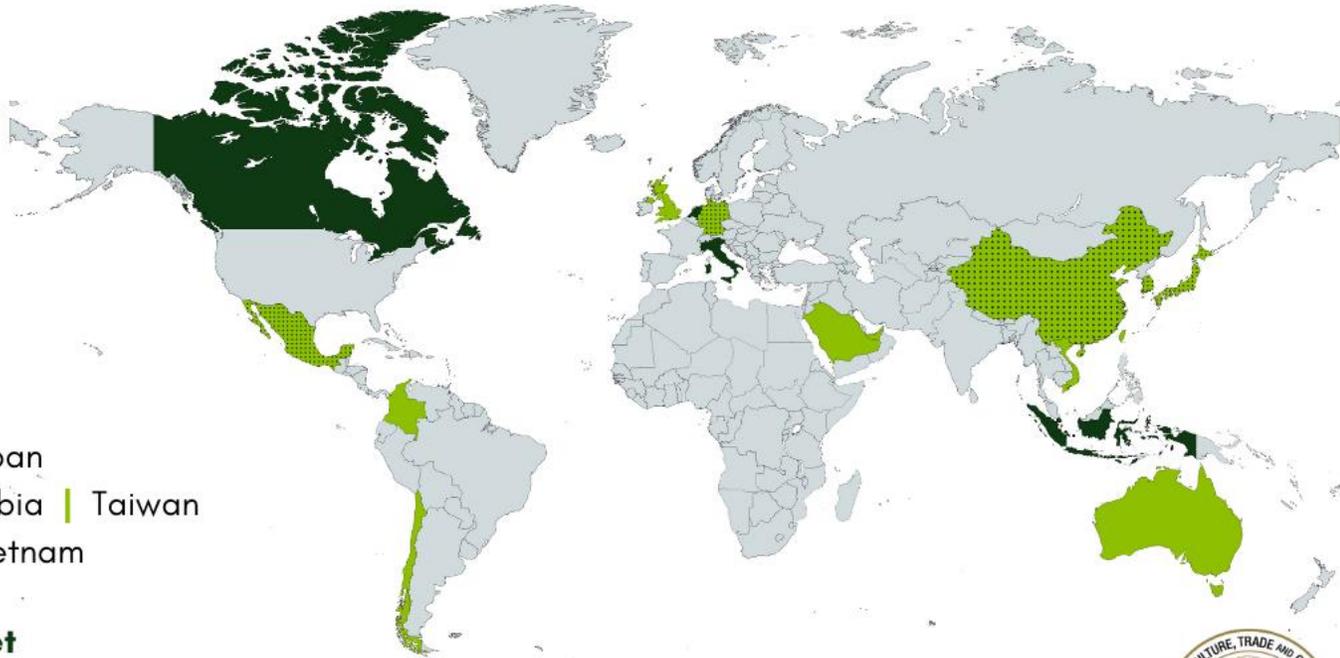
#### Top 10 Markets

Canada | China | Mexico  
Germany | Japan | Korea  
Italy | Singapore  
Netherlands | Indonesia

#### Targeted Markets

Australia | Chile | China  
Colombia | Germany | Japan  
Korea | Mexico | Saudi Arabia | Taiwan  
UAE | United Kingdom | Vietnam

#### Top 10 & Target Market



### 2021 Exports by Product

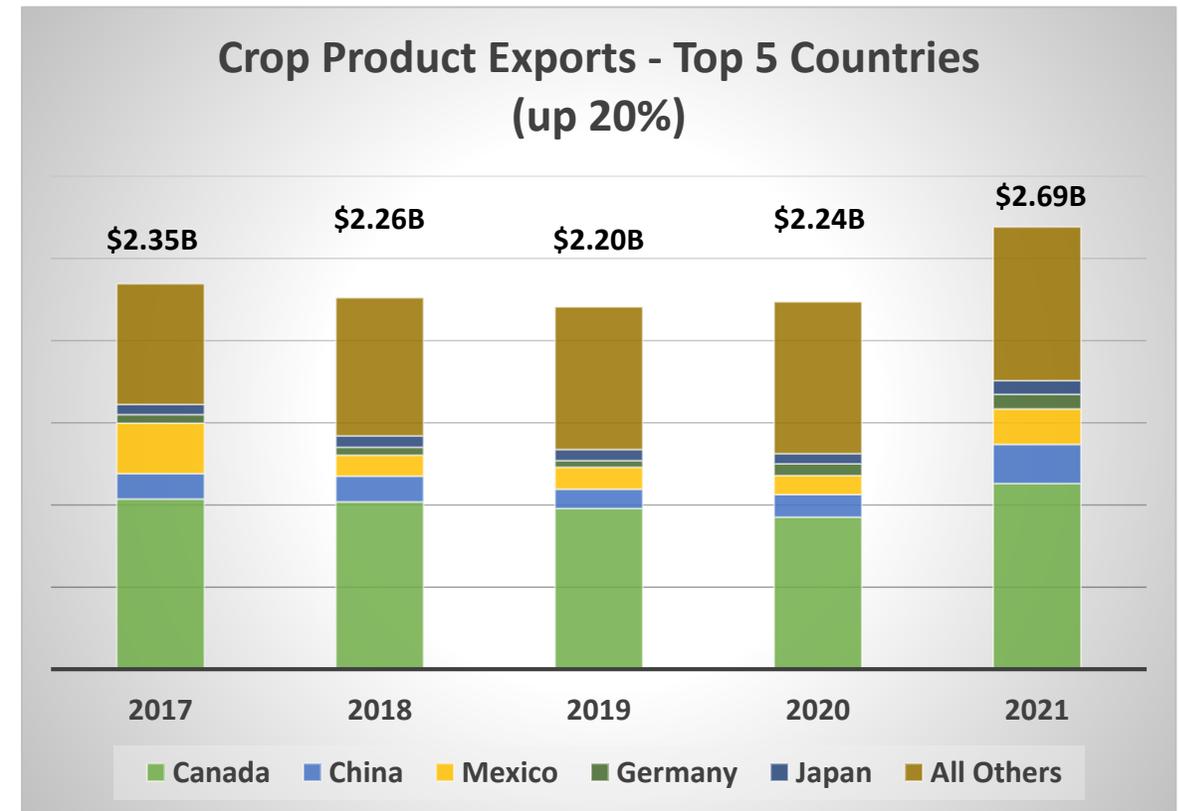


# 2021 YEAR END CROP PRODUCT EXPORTS – \$2.69 BILLION

## MARK RHODA-REIS – DATCP

### Crop Product Highlights (up 20%)

- **68% of all Wisconsin ag exports:** Includes grains, forestry, processed foods, and beverages.
- **Top 5 products are 55% of the group total:** Prepared Vegetables, Beverages, Wood, Oil Seeds, Food Preparations.
- **Top 5 countries are 65% of the group total:** Canada, Mexico, China, Germany, Japan – highest year in the past five.



# WIAE PLANNED BUDGET

## MARK RHODA-REIS – DATCP

Amount	Item	Companies Impacted
\$ 248,400	Trade Promotion Activities Trade Show – I (China Dairy Expo) Outbound Trade Mission – I (Korea/Taiwan) Inbound Mission – I (Deli, Dairy, and Bakers Association)	Up to 6 Up to 5 10 - 12
\$ 110,000	IMAG & ExporTech™ Scholarships Applications	12 est.
\$ 200,000	Export Expansion Grants (2-4 grants to organizations)	20 est.



# WIAE CURRENT BUDGET

## MARK RHODA-REIS – DATCP

Amount	Item	Companies Impacted
<b>\$ 192,914</b>	Trade Promotion Activities FY22 <ul style="list-style-type: none"> <li>• Forestry Exporter Training, March 2022</li> <li>• Trade Show – VIV Netherlands, May 2022</li> <li>• Inbound Mission – Deli, Dairy, and Bakers Association, June 2022 &amp; National Restaurant Assoc., May 2022</li> </ul>	30 actual 4 est. 10 est.
	Trade Promotion Activities FY 23 <ul style="list-style-type: none"> <li>• China Dairy Expo Stand Space, July/August 2022</li> <li>• Indonesia Inbound Buyers World Dairy Expo, Oct. 2022</li> <li>• Global Dairy Summit at World Dairy Expo, Oct. 2022</li> <li>• SIAL Paris – Specialty Cheese Pavilion, Oct. 2022</li> </ul>	5 est 8 est. 25 est. 3 est.
<b>\$ 90,000</b>	IMAG & ExporTech™ Scholarships – 9 applications (meat and crops)	11 est.
<b>\$ 275,486</b>	Export Expansion Grants – 7 applications (meat and crops)	35 est.



# DAIRY EXPORT GRANT FUNDING 2021 ACT 207

## MARK RHODA-REIS – DATCP

Amount	Item	Companies Impacted
\$ 20,000	FY22 IMAG – 2 applications	2 est.
\$ 239,098	FY 22 Export Expansion – 5 applications	25 est.

(\$624,093 remaining for future fiscal years)



# TOTAL FY 22 PLANNED EXPENDITURES MARK RHODA-REIS – DATCP

<b>Total Trade Promotion Activities</b>	<b>\$192,914</b>	<b>24%</b>
<b>Total Grants (IMAG &amp; Export Expansion)</b>	<b>\$624,584</b>	<b>76%</b>
<b>Total Act 92 and Act 207 Planned Expenditures</b>	<b>\$817,498</b>	
<b>Estimated 158 Companies Impacted</b>		



# MARKET SELECTION

## LISA STOUT – DATCP

- Evaluate export data from the U.S. Census Trade Data Set through WISERTrade.
- Reference industry market reports from the USDA Foreign Agriculture Service, U.S. Commercial Service.
- Growth potential: population growth, gross national product, strength of purchasing power, and other demographic factors.
- Annual evaluation of markets to determine if others should be added and trade promotion activities modified or changed.
- WEDC and DATCP also monitor economic, political and trade-related news to determine if changes are necessary regarding trade promotion activities.



# INTERNATIONAL AGRIBUSINESS CENTER TEAM

## LISA STOUT – DATCP



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# TRADE PROMOTION ACTIVITIES

## LISA STOUT – DATCP

- Outbound trade missions
- Trade Shows
- Incoming Buyers Missions
- Social Media Campaigns
- Export Education



# WIAE METRICS

## LISA STOUT – DATCP

- Wisconsin agricultural export sales and year-on-year percent of growth by product group. \*
- Number of companies assisted, including unique companies and new exporters.
- Initial export sales reported from companies participating in trade promotion activities.
- Anticipated first-year sales from companies participating in trade promotion activities.
- Five-year export percentage of growth of participating companies.

*\*US Census Trade Data via the WISERTrade subscription from WEDC*



# WEDC INTRODUCTION AND ACTIVITIES

## LISA STOUT – DATCP

- Global Trade and Investment Team
- Trade Ventures and Trade Missions
- Global Network of International Trade Representatives
- International Market Access Grant (IMAG)
- ExporTech™





# WEDC GLOBAL TRADE SERVICES & WIAE PROGRAM FUNDING

MILWAUKEE

# GLOBAL TRADE & INVESTMENT

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Enhance Wisconsin's global competitiveness by **accelerating exports** and promoting Wisconsin as a **foreign direct investment destination**.

# GLOBAL TRADE AND INVESTMENT CONTACTS



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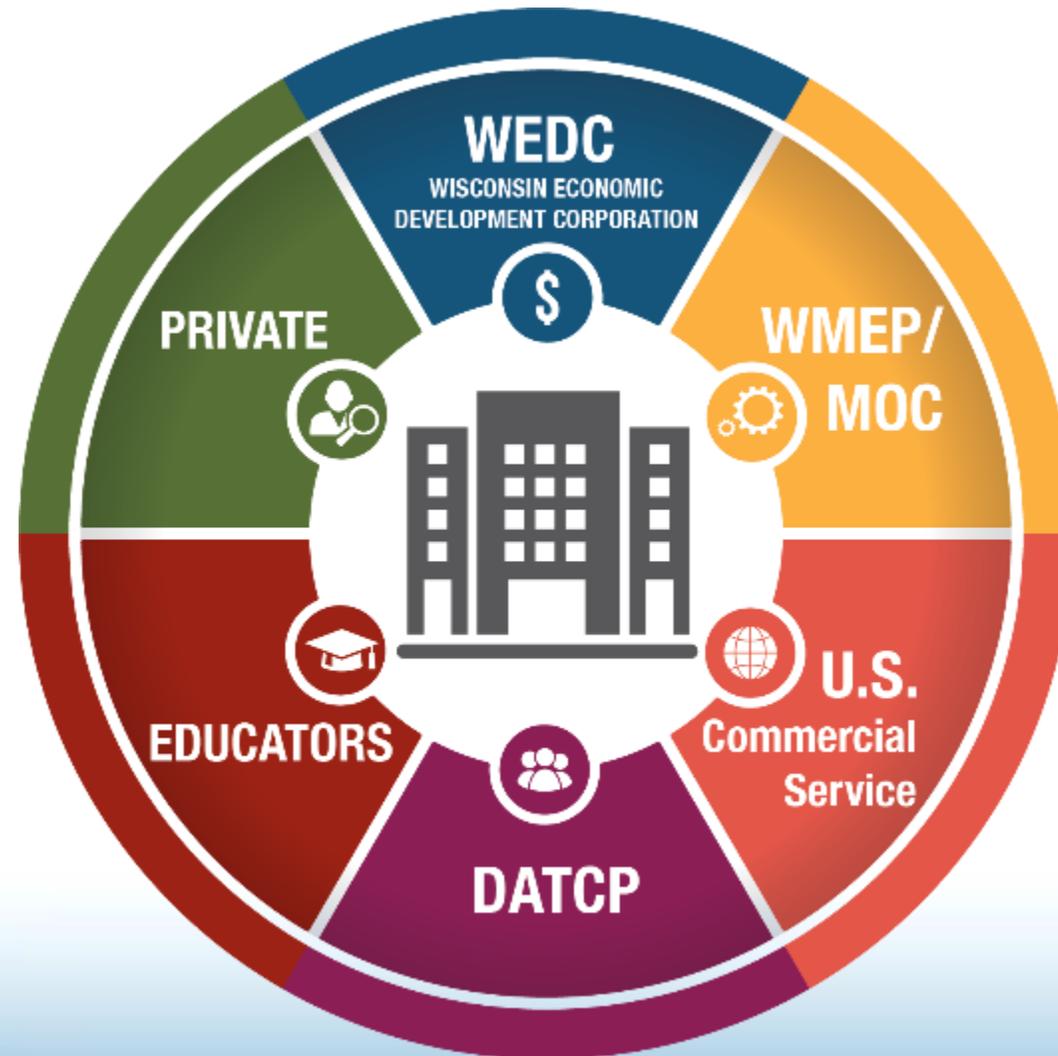
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# WISCONSIN'S EXPORT PARTNERS



# EXECUTION STRATEGY

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- **ExporTech™**
- **Global Trade Representative Network**
- **Trade Ventures**
- **International Market Access Grant (IMAG)**

# EXPORTECH™ MODEL

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**ExporTech helps small to midsize Wisconsin companies tap into new markets with a customized export expansion strategy that has the greatest revenue potential and the least amount of risk.**

# WEDC GLOBAL NETWORK SERVICES

## INDUSTRY, PRODUCT AND/OR MARKET ASSESSMENT

- Macroeconomic and Industry analysis
- Competitive analysis
- Marketing and sales channels
- Tariffs, taxes, and other costs
- Regulatory issues
- Product review up to 5 HS numbers

## PARTNER SEARCH

- Market Assessment
- Vetting of agent, distributor, representative
- Business appointments
- Teleconference options
- Assistance with in-country meetings

## BUSINESS MEETING FACILITATION

- Assistance with meeting coordination
- Travel logistics
- Service provider referrals

## CUSTOMIZED PROJECTS

- Based on hourly charge
- Specialized research reports
- Marketing functions or company representation

# GLOBAL TRADE VENTURES (TENTATIVE) >

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## **Germany & Austria Trade Venture - VIRTUAL**

June 13-17, 2022 (Registration Closed)

## **South Korea & Taiwan Trade Venture**

September 26-30, 2022

## **England & Scotland Trade Venture**

October 31-November 4, 2022

## **Australia Trade Venture - VIRTUAL**

November 7-11, 2022

## **Israel Trade Venture - VIRTUAL**

January 23-27, 2023

## **Mexico Trade Venture**

February 20-24, 2023

## **Canada Trade Venture**

March 23-27, 2023

## **Vietnam & Thailand Trade Venture**

April 24-28, 2023

## **Belgium & Netherlands Trade Venture**

May 9-13, 2023

# GLOBAL BUSINESS DEVELOPMENT PROGRAM - GRANTS

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## International Market Access Grant - IMAG

- State Grant Assistance: up to \$10,000 (Limit 3)
- ExporTech Graduates: up to \$25,000 (Limit 6)



# IMAG – Qualified Expenses



## QUALIFIED EXPENSES

- **Trade Trips:** Registration, booth construction, shipping, interpreters
- **Market Customization:** Globalization of websites, translation of company materials, trademark registration, product certification, etc.
- **Consultants:** WEDC trade reps, US Commercial Services
- **Export Training:** Business ethics, cultural competency, best business practices in foreign markets, export compliance, and foreign language.





# Thank You!

**Aaron Zitzelsberger – Director of Global Trade & Investment**

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# FY 22-23 WIAE TRADE PROMOTION ACTIVITIES

## LISA STOUT – DATCP

March 2022	Forestry Export Training Webinar – 40 participants
May 2022	Buyers Mission to National Restaurant Show
May 2022	VIV Europe
June 2022	Buyers Mission to IDDBA
June 2022	Pakistan Inbound Buyers Mission for Wood
September 2022	China Dairy Expo
October 2022	Global Dairy Symposium at World Dairy Expo
October 2022	SIAL Paris Wisconsin Cheese Pavilion



# FY22 TRADE PROMOTION ACTIVITIES – FEDERALLY FUNDED

## LISA STOUT – DATCP

- Wisconsin Tradeshow Pavilions – 5 (China, United Arab Emirates, Colombia, Mexico), 24 companies (STEP and USLGE)
- Virtual Trade Missions – 3 (Southeast Asia, Japan, Korea), 9 companies (Food Export)
- In-bound missions – 2 (Taiwan, Mexico/Colombia), 7 companies (GPR and USLGE)
- Webinars – 2 (China, Indonesia), 2,710 participants (USLGE)
- Social Media Campaigns – 2 (United Arab Emirates), 9 companies (STEP)
- Export Education – 112 participants



# FY 22-23 TRADE PROMOTION ACTIVITIES – FEDERAL FUNDING

## LISA STOUT – DATCP

June 2022	USDA Trade Mission to United Kingdom
September 2022	Fine Food Australia Wisconsin Pavilion, Food Export Midwest/STEP
September 2022	Social Media Campaign Fine Food Australia, STEP
September 2022	Hokkaido Dairy Show, USLGE
September 2022	Focused Trade Mission to Vietnam, Food Export
October 2022	Value Added Feed Buyers Mission to World Dairy Expo, Food Export
October 2022	Focused Trade Mission to Japan and Korea, Food Export
October 2022	USDA Trade Mission to Kenya
November 2022	USDA Trade Mission to Spain/Portugal



# EXPORT GRANTS TO ORGANIZATIONS AND COMPANIES

## LISA STOUT – DATCP

- IMAG Grant – 13 companies applied
- ExporTech™ (support for agricultural producers)
- Export Expansion Grant – 18 organizations applied



# Information on the Wisconsin Initiative For Agricultural Exports

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



The screenshot shows the website header for the Wisconsin Department of Agriculture, Trade and Consumer Protection. The navigation menu includes: ONLINE SERVICES, LICENSES/PERMITS, PUBLICATIONS, PROGRAMS/SERVICES, AGRICULTURAL DEVELOPMENT (highlighted with a green arrow), NEWS/MEDIA, and ABOUT US. Below the menu is a search bar with the text "Search Department of Agriculture, Trade and Consumer Protection". The main content area displays the breadcrumb "DATCP Home > Wisconsin Initiative for Agricultural Exports (WIAE)", the title "Wisconsin Initiative for Agricultural Exports (WIAE)", and a link to the "WIAE Plan". A paragraph of text describes the initiative, signed by Governor Evers in December 2021. To the right, under "Additional Resources", are links for "IABC Homepage" and "IABC Contact Information".

State of Wisconsin  
Department of Agriculture, Trade and Consumer Protection

ONLINE SERVICES LICENSES/PERMITS PUBLICATIONS PROGRAMS/SERVICES AGRICULTURAL DEVELOPMENT NEWS/MEDIA ABOUT US

Search Department of Agriculture, Trade and Consumer Protection

DATCP Home > Wisconsin Initiative for Agricultural Exports (WIAE)

## Wisconsin Initiative for Agricultural Exports (WIAE)

[WIAE Plan](#)

In December 2021, Governor Evers signed [Assembly Bill 314](#), now 2021 Wisconsin Act 92, which invests five million dollars to increase exports of Wisconsin agricultural goods. In collaboration with the Wisconsin Economic Development Cooperation (WEDC), the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) submitted a strategic five-year plan for the funding, named the [Wisconsin Initiative for Agricultural Exports](#), to the Wisconsin Legislature on December 31, 2021.

### Additional Resources

- [IABC Homepage](#)
- [IABC Contact Information](#)

For more information on the Wisconsin Initiative for Agricultural Exports, sign up for e-mail updates on DATCP's website.



## COUNCIL ENGAGEMENT

- Discussion on implementation of the WIAE plan
- Future agenda items



# CLOSING REMARKS





Mark Rhoda-Reis

International Agribusiness Center – Division of Agricultural Development

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Wisconsin Agricultural Export Advisory Council, May 4, 2022