WELCOME

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL
OPENING REMARKS
DATCP Secretary Randy Romanski
WEDC Secretary Missy Hughes
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**
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.
• 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.
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.
• 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.
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.
Elections of Chair and Vice Chair
PUBLIC COMMENTS
Public Appearances
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.
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
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.

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

2021 Exports by Product

- Dairy & Dairy Products: 68%
- Crops & Crop Products: 20%
- Meat & Meat Products: 12%
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.

### Dairy Product Exports - Top 5 Countries (up 15%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Canada</th>
<th>China</th>
<th>Korea</th>
<th>Japan</th>
<th>Mexico</th>
<th>Vietnam</th>
<th>All others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$419M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$409M</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2019</td>
<td>$366M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$411M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>$471M</td>
<td></td>
<td></td>
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</tbody>
</table>
**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.

**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

**2021 Exports by Product**

- **Meat & Meat Products**: 68%
- **Crops & Crop Products**: 20%
- **Dairy & Dairy Products**: 12%
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 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

2021 Exports by Product:
- Dairy & Dairy Products: 12%
- Crops & Crop Products: 20%
- Meat & Meat Products: 68%

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.
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.
<table>
<thead>
<tr>
<th>Amount</th>
<th>Item</th>
<th>Companies Impacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 248,400</td>
<td>Trade Promotion Activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade Show – 1 (China Dairy Expo)</td>
<td>Up to 6</td>
</tr>
<tr>
<td></td>
<td>Outbound Trade Mission – 1 (Korea/Taiwan)</td>
<td>Up to 5</td>
</tr>
<tr>
<td></td>
<td>Inbound Mission – 1 (Deli, Dairy, and Bakers Association)</td>
<td>10 - 12</td>
</tr>
<tr>
<td>$ 110,000</td>
<td>IMAG &amp; ExporTech™ Scholarships Applications</td>
<td>12 est.</td>
</tr>
<tr>
<td>$ 200,000</td>
<td>Export Expansion Grants (2-4 grants to organizations)</td>
<td>20 est.</td>
</tr>
</tbody>
</table>
## WIAE CURRENT BUDGET
**MARK RHODA-REIS – DATCP**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Item</th>
<th>Companies Impacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 192,914</td>
<td>Trade Promotion Activities FY22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Forestry Exporter Training, March 2022</td>
<td>30 actual</td>
</tr>
<tr>
<td></td>
<td>• Trade Show – VIV Netherlands, May 2022</td>
<td>4 est.</td>
</tr>
<tr>
<td></td>
<td>• Inbound Mission – Deli, Dairy, and Bakers Association, June 2022 &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National Restaurant Assoc., May 2022</td>
<td>10 est.</td>
</tr>
<tr>
<td></td>
<td>Trade Promotion Activities FY 23</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• China Dairy Expo Stand Space, July/August 2022</td>
<td>5 est.</td>
</tr>
<tr>
<td></td>
<td>• Indonesia Inbound Buyers World Dairy Expo, Oct. 2022</td>
<td>8 est.</td>
</tr>
<tr>
<td>$ 90,000</td>
<td>IMAG &amp; ExporTech™ Scholarships – 9 applications (meat and crops)</td>
<td>11 est.</td>
</tr>
<tr>
<td>$ 275,486</td>
<td>Export Expansion Grants – 7 applications (meat and crops)</td>
<td>35 est.</td>
</tr>
</tbody>
</table>
## DAIRY EXPORT GRANT FUNDING 2021 ACT 207
MARK RHODA-REIS – DATCP

<table>
<thead>
<tr>
<th>Amount</th>
<th>Item</th>
<th>Companies Impacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 20,000</td>
<td>FY22 IMAG – 2 applications</td>
<td>2 est.</td>
</tr>
<tr>
<td>$ 239,098</td>
<td>FY 22 Export Expansion – 5 applications</td>
<td>25 est.</td>
</tr>
</tbody>
</table>

($624,093 remaining for future fiscal years)
TOTAL FY 22 PLANNED EXPENDITURES
MARK RHODA-REIS – DATCP

Total Trade Promotion Activities $192,914 24%
Total Grants (IMAG & Export Expansion) $624,584 76%
Total Act 92 and Act 207 Planned Expenditures $817,498
Estimated 158 Companies Impacted
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
• 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
WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

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
Enhance Wisconsin’s global competitiveness by **accelerating exports** and promoting Wisconsin as a **foreign direct investment destination**.
WISCONSIN’S EXPORT PARTNERS

- WEDC (Wisconsin Economic Development Corporation)
- WMEP/MOC
- Private
- Educators
- DATCP
- U.S. Commercial Service
EXECUTION STRATEGY

➢ ExporTech™

➢ Global Trade Representative Network

➢ Trade Ventures

➢ International Market Access Grant (IMAG)
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.
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)

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

International Market Access Grant - IMAG

- State Grant Assistance: up to $10,000 (Limit 3)
- ExporTech Graduates: up to $25,000 (Limit 6)
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
Aaron.Zitzelsberger@wedc.org
(608) 210-6734
<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td>Forestry Export Training Webinar – 40 participants</td>
</tr>
<tr>
<td>May 2022</td>
<td>Buyers Mission to National Restaurant Show</td>
</tr>
<tr>
<td>May 2022</td>
<td>VIV Europe</td>
</tr>
<tr>
<td>June 2022</td>
<td>Buyers Mission to IDDBA</td>
</tr>
<tr>
<td>June 2022</td>
<td>Pakistan Inbound Buyers Mission for Wood</td>
</tr>
<tr>
<td>September 2022</td>
<td>China Dairy Expo</td>
</tr>
<tr>
<td>October 2022</td>
<td>Global Dairy Symposium at World Dairy Expo</td>
</tr>
<tr>
<td>October 2022</td>
<td>SIAL Paris Wisconsin Cheese Pavilion</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2022</td>
<td>USDA Trade Mission to United Kingdom</td>
</tr>
<tr>
<td>September 22</td>
<td>Fine Food Australia Wisconsin Pavilion, Food Export Midwest/STEP</td>
</tr>
<tr>
<td>September 22</td>
<td>Social Media Campaign Fine Food Australia, STEP</td>
</tr>
<tr>
<td>September 22</td>
<td>Hokkaido Dairy Show, USLGE</td>
</tr>
<tr>
<td>September 22</td>
<td>Focused Trade Mission to Vietnam, Food Export</td>
</tr>
<tr>
<td>October 22</td>
<td>Value Added Feed Buyers Mission to World Dairy Expo, Food Export</td>
</tr>
<tr>
<td>October 22</td>
<td>Focused Trade Mission to Japan and Korea, Food Export</td>
</tr>
<tr>
<td>October 22</td>
<td>USDA Trade Mission to Kenya</td>
</tr>
<tr>
<td>November 22</td>
<td>USDA Trade Mission to Spain/Portugal</td>
</tr>
</tbody>
</table>
• 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

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