

Wisconsin Food Companies Encouraged to Participate in DATCP's Midwest Buyers Mission

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages Wisconsin food companies to participate in a Midwest Buyers Mission organized by Food Export Association of the Midwest and DATCP's International Agribusiness Center (IABC). The mission is scheduled to be held July 26, 2023, in Madison.

During the Midwest Buyers Mission, Wisconsin food exporters can meet with qualified buyers from South America, Asia, Canada, and the Caribbean without the time and expense of international travel. The fee to participate in the mission is \$325 if registration is received by May 15, 2023. After May 15, the registration fee is \$400. Interested companies can review the buyer profiles before registering.

Wisconsin food exporters will have one-on-one meetings with international buyers to gain feedback on their products in that market, discuss business opportunities, and initiate future sales. International food buyers have expressed interest in the following U.S. products: retail and food service; fresh, healthy, and organic; frozen and chilled; specialty and gourmet; private label; sweet and savory snacks; and other processed foods.

Wisconsin agricultural product exports set a record in 2022, totaling nearly \$4.22 billion and exporting to 142 countries. Wisconsin's top five markets are Canada, China, Mexico, Korea, and Japan, comprising nearly 68 percent of total exports.

"Participating in this buyers mission is another way DATCP is serving as a resource to expand export opportunities for Wisconsin agriculture businesses and products," said DATCP Secretary Randy Romanski. "This buyers mission can complement the action we're taking to expand Wisconsin's exports. Governor Evers and the Legislature have agreed on the importance of exports and recently created the [Wisconsin Initiative for Agricultural Exports](#). The Governor's 2023-2025 budget proposes ongoing funding for this important initiative to expand Wisconsin agriculture exports, and I hope that we are able to continue this good work."

For more information on the Midwest Buyers Mission or to register, visit <https://www.foodexport.org/our-programs/market-entry/buyers-missions/G23MBM-WI> or contact DATCP Economic Development Consultant Lisa Stout at (608) 514-4538 or lisa.stout@wisconsin.gov.

About the International Agribusiness Center

DATCP's International Agribusiness Center (IABC) identifies export opportunities around the world for Wisconsin's agricultural companies and producers. The IABC's economic development consultants provide technical expertise and market development initiatives to aid the growth of Wisconsin agriculture through increased exports and the development of trade-enhancing partnerships. The IABC uses client feedback, global trends, and market and export data to establish criteria for identifying target markets and activities. To learn more, visit [DATCP's website](#).

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