



Wisconsin Agricultural Export Advisory Council

International Agribusiness Center | Division of Agricultural Development

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

April 8, 2026

WAXC AGENDA

APRIL 8, 2026

- Call Meeting to Order
- DATCP and WEDC Welcome
- Chair Welcome and Roll Call of Council Members
- Approval of September 10, 2025, Meeting Minutes
- Public Comments
- Export Highlights YTD Q4 2025
- WAXC Dairy, Meat and Crop Industry Leader Discussion and Feedback
- Break



WAXC AGENDA

APRIL 8, 2026 (CONTINUED)

- DATCP 6-Months Planned Activities
- WEDC Trade Ventures FY26 and IMAG
- Testimonials and Data Collection to Support the 5-year WIAE Report
- Dates for Upcoming Meetings & Closing Remarks
- Adjourn



WAXC AGENDA
APRIL 8, 2026

Public Comment 10-minutes



EXPORT HIGHLIGHTS 2025 QUARTER 4, YEAR-TO-DATE

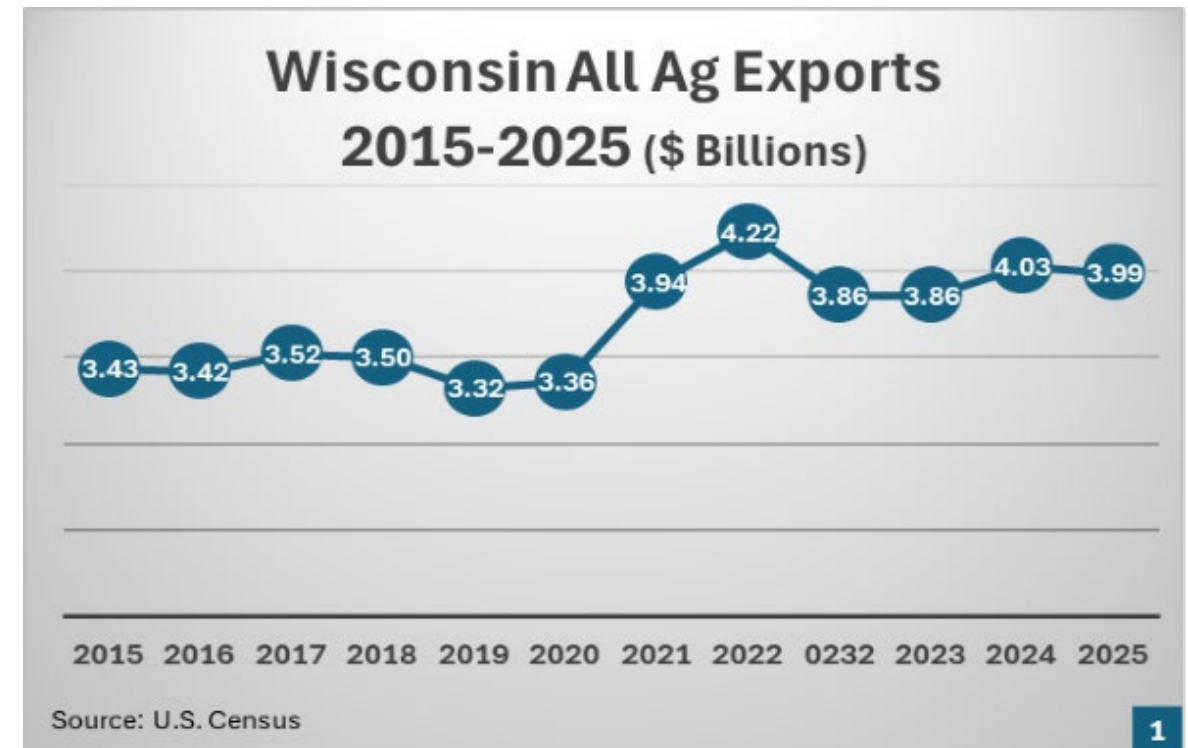
IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



WISCONSIN AGRICULTURAL EXPORTS FULL YEAR 2025

All Wisconsin Food, Forestry, and Agriculture exports decreased by 0.88% year-end 2025

1. Sauces, Yeasts – up 7%
2. Dairy – up 14%
3. Vegetables, Fruits – down 2%
4. Beverages & Spirits – up 15%
5. Wood – down 20% (tariff impact: China, & Canada)
6. Meat Preparations – down 5%
7. Aromatics – down 7%
8. Prepared Animal Feed & DDGS– up 15%
9. Corn & Wheat – up 26%
10. Albumins – up 11%

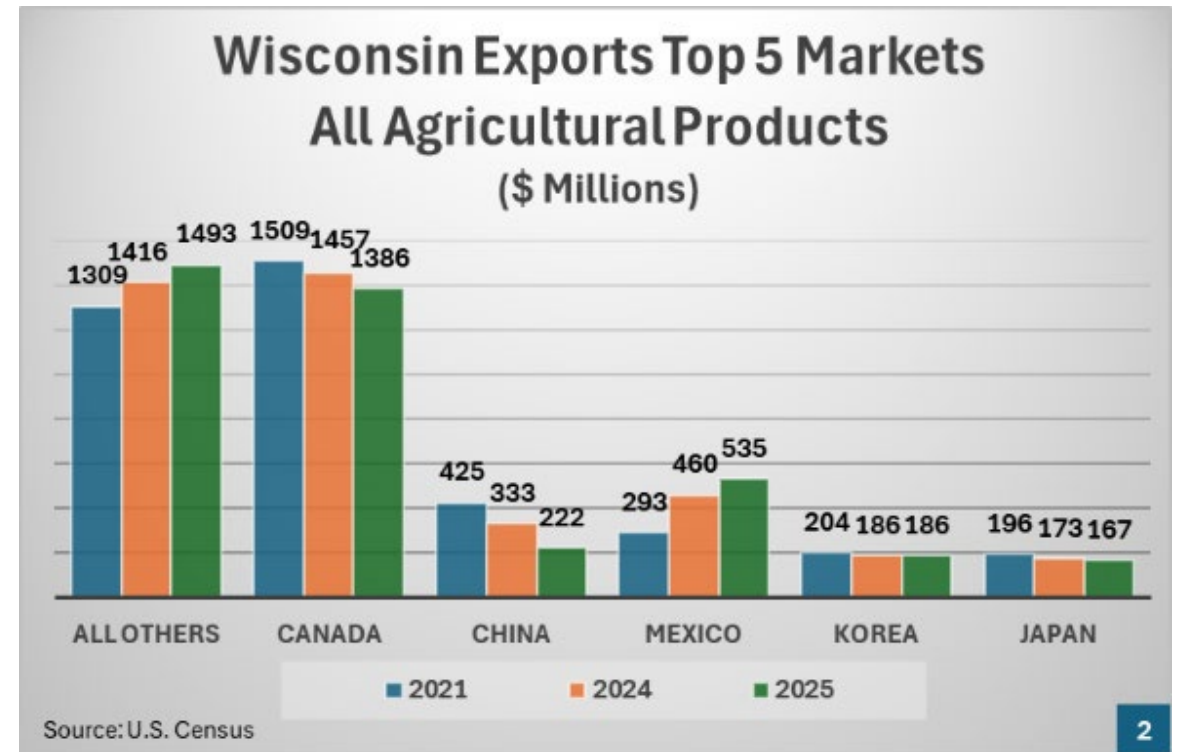


WISCONSIN AGRICULTURAL EXPORTS FULL YEAR 2025– COUNTRIES

Wisconsin ag exports reached \$3.99 billion in 2025 – the third highest year on record

1. Canada – down 5% (ethanol, food prep)
2. Mexico – up 16% (corn, wheat, dairy)
3. China – down 33% (dairy, wood, food prep)
4. Korea – flat (dairy, food prep, meat cuts)
5. Japan – down 3% (meat cuts, albumins, meat sausage)
6. Germany – up 13% (aromatics, peptones, enzymes,)
7. Australia – up 9% (dairy, food prep, cranberries, albumins)
8. Netherlands – flat (cranberries, food prep, bovine genetics)
9. United Kingdom - up 23% (bovine semen, DDGS, wood)
10. Ireland – up 68% (enzymes, DDGS)

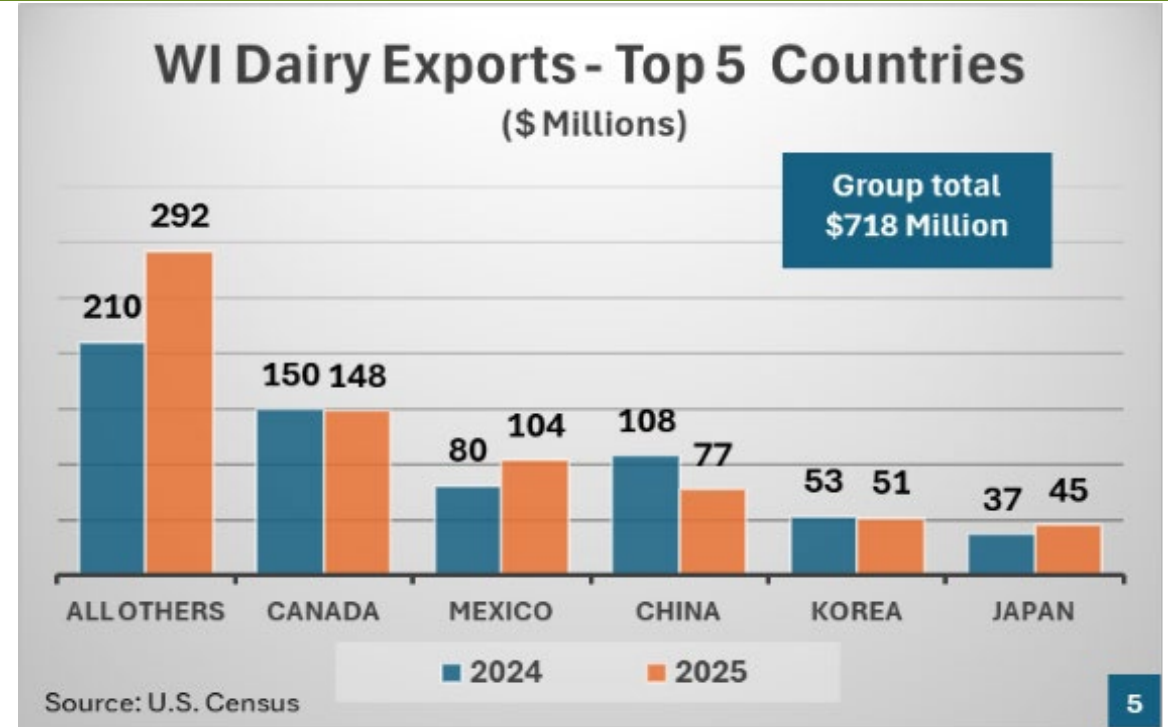
Beyond the top 10: Vietnam up 40%, India up 59%, Congo up 34%, Indonesia down 28%, Sweden up 13%



WISCONSIN AGRICULTURAL EXPORTS FULL YEAR 2025 – DAIRY

Top 10 Countries: 75% of total

1. Canada – down 1% (cheese and curd, milk albumins, whey)
2. Mexico – up 29% (cheese and curd, whey)
3. China – down 28% (whey, milk albumins)
4. Korea – down 3% (cheese and curd, whey, milk albumins)
5. Japan – up 21% (milk albumins, lactose, whey)
6. Australia – up 78% (cheese and curd, milk albumins)
7. India – up 81% (lactose, milk albumins)
8. Vietnam – up 102% (lactose, milk and cream, whey)
9. Netherlands – up 60% (lactose, milk albumins)
10. Brazil – down 24% (whey, milk albumins, lactose, cheese and curd)



Key Dairy trade promotion activities YTD:

VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound EU Cheese, NRA Chicago, China Dairy Expo, Anuga India, Fine Food Australia, Americas F&B Miami – LATAM, Anuga Cologne, IDF Chile, USDA ATM Mexico, China Import Expo, FHC China,

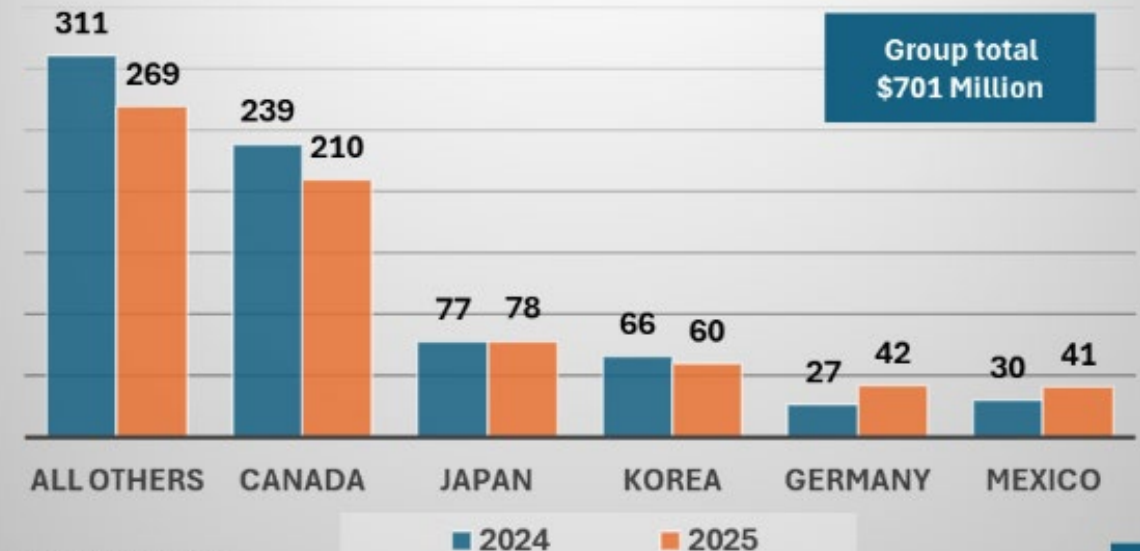


WISCONSIN AGRICULTURAL EXPORTS FULL YEAR 2025 – MEAT

Top 10 Countries: 80% of total

1. Canada – down 12% (sausage, peptones, meat cuts, cattle)
2. Japan – up 1% (meat cuts, sausage, bovine semen)
3. Korea – down 9% (meat cuts, sausage, raw hides)
4. Germany – up 58% (peptones, bovine genetics)
5. Mexico – up 37% (bovine genetics, sausage)
6. China – down 54% (meat cuts; raw hides,)
7. Finland – down 17% (mink)
8. United Kingdom – up 27% (bovine semen)
9. Taiwan – down 26% (meat cuts, peptones, bovine semen)
10. Brazil – up 36% (bovine semen, peptones, cattle)

WI Meat Exports - Top 5 Countries (\$ Millions)



Key meat trade promotion activities YTD:

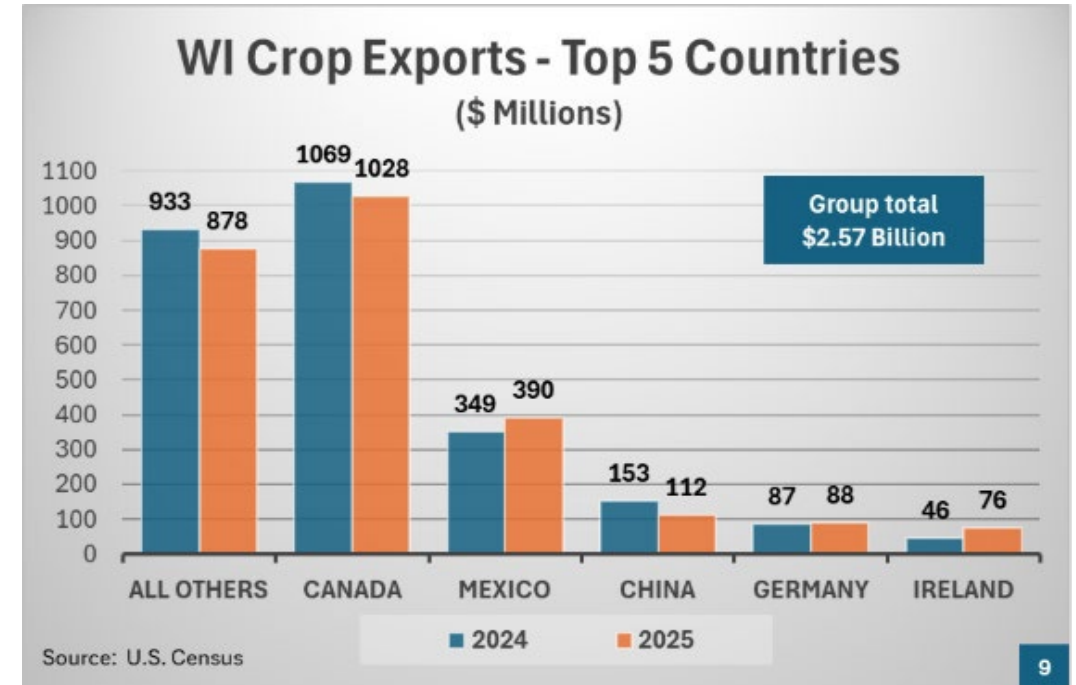
IDW Australia, VIV Thailand, Hong Kong Fur, Inbound German Farmers, NRA Chicago, China Dairy Expo, Agroleite Brazil, World Dairy Expo, IDF Chile, USDA ATM Mexico, China Import Expo, NAME AI training



WISCONSIN AGRICULTURAL EXPORTS FULL YEAR 2025 – CROPS

Top 10 Countries: 77% of total

1. Canada – down 4% (ethanol, pickles, potatoes, cranberry)
2. Mexico – up 12% (corn, wheat, malt, cranberries)
3. China – down 27% (wood, ginseng, genetics dropping)
4. Germany – up 2% (aromatics, flavorings, sauces, cranberry)
5. Ireland – up 65% (enzymes, DDGs)
6. Korea – up 11% (food preparations, cranberries)
7. Netherlands – down 9% (cranberries, sauces)
8. United Kingdom – up 24% (DDGs, wood, cranberry)
9. Australia – down 19% (cranberries, food prep)
10. Japan – down 25% (sweet corn, aromatics, wood)



Key crop trade promotion activities YTD:

VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound German Farmers, Tutto Italy, U.S. Ginseng Summit, NRA Chicago, Interzum Germany, China Dairy Expo, Anuga India, VICTAM LATAM Brazil, Anuga Cologne, USDA ATM Mexico, China Import Expo, FHC China, Vietnam Wood Show, Gold Standard Ginseng, Taipei Wood Show



WAXC DAIRY, MEAT, AND CROP INDUSTRY LEADER DISCUSSION: LAST SIX MONTHS OF 2025 EXPORT RESULTS

DISCUSSION LEAD BY SECRETARY ROMANSKI & IRA FRYDMAN



WAXC AGENDA
APRIL 8, 2026

Break
10-minutes



UPCOMING TRADE PROMOTION ACTIVITIES

IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



TRADE PROMOTION ACTIVITIES: APRIL 2026 – NOVEMBER 2026

TENTATIVE & SUBJECT TO CHANGE

April 2026

- 13-16 USDA Trade Mission, Manila, Philippines
- 14-16 CheeseExpo, Milwaukee, WI
- 23 MITA Ag/Food Meeting, Milwaukee, WI

May 2026

- 12-15 Interzoo, Nürnberg, Germany
- 20-22 ILDEX Vietnam, Ho Chi Minh City, Vietnam

June 2026

- 2-4 VIV Europe, Utrecht, Netherlands
- 4-5 Interzum Italy, Bergamo, Italy
- 16 North American Railgate Event, Monterrey, Mexico
- 22-24 MASDA Regional Meeting, WI
- 28-30 Summer Fancy Food Show, New York City, NY

July 2026

August 2026

- 31-Sept 3 Fine Food Australia, Melbourne, Australia
- 31- Sept 3 USDA Trade Mission to Australia/New Zealand

September 2026

- 14-18 Baking Ingredients Inbound Mission
- 26-30 USDA Trade Mission to Saudi Arabia
- 25-Oct 2 World Dairy Expo, Madison, WI

October 2026

- 17-21 SIAL Paris, Paris, France

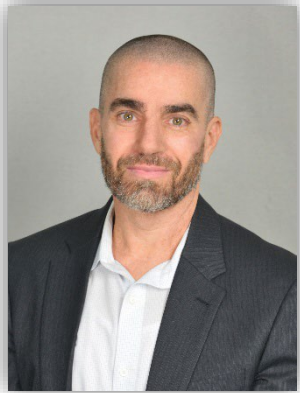
November 2026

- 9-12 USDA Trade Mission, Vietnam
- 10-12 Food and Hospitality China, Shanghai, China
- 16-20 IDF – World Dairy Summit, Auckland, New Zealand

For more information visit: [International Agribusiness Center Calendar](#)



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Wisconsin Agricultural Export Advisory Council

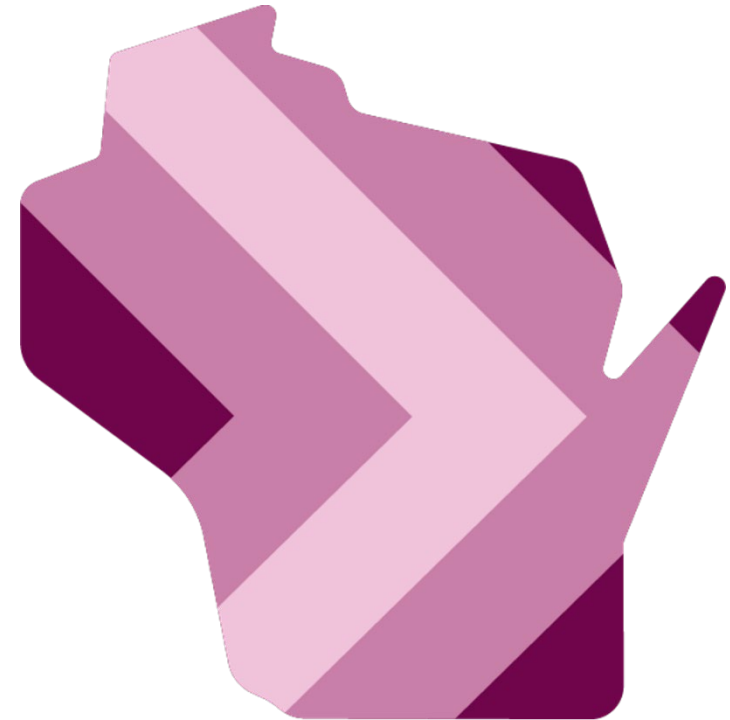
WEDC Update

Steve Nordin, Vice President of Global Trade and Investment

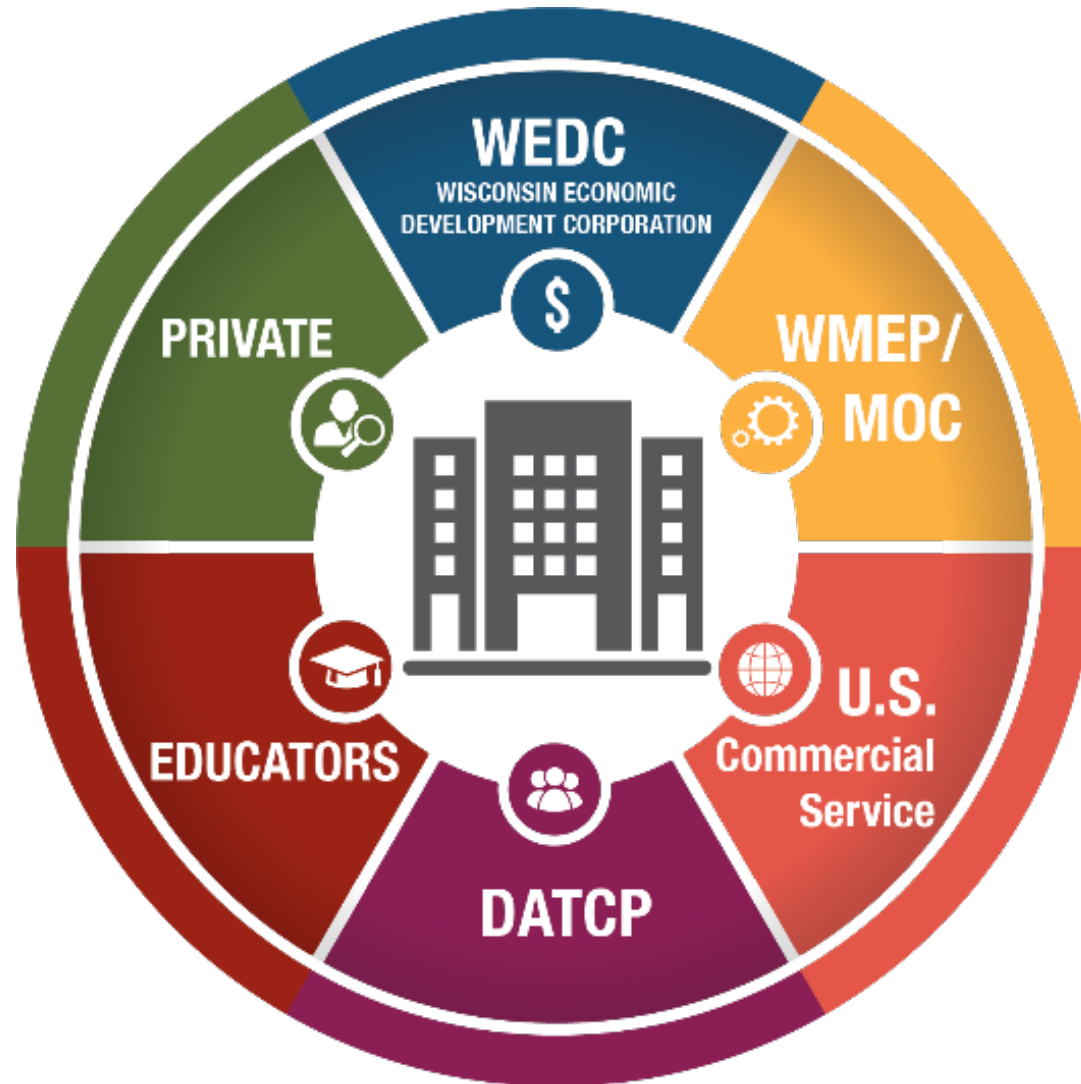


Building an Economy for All

“Our **mission** is to strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities.”

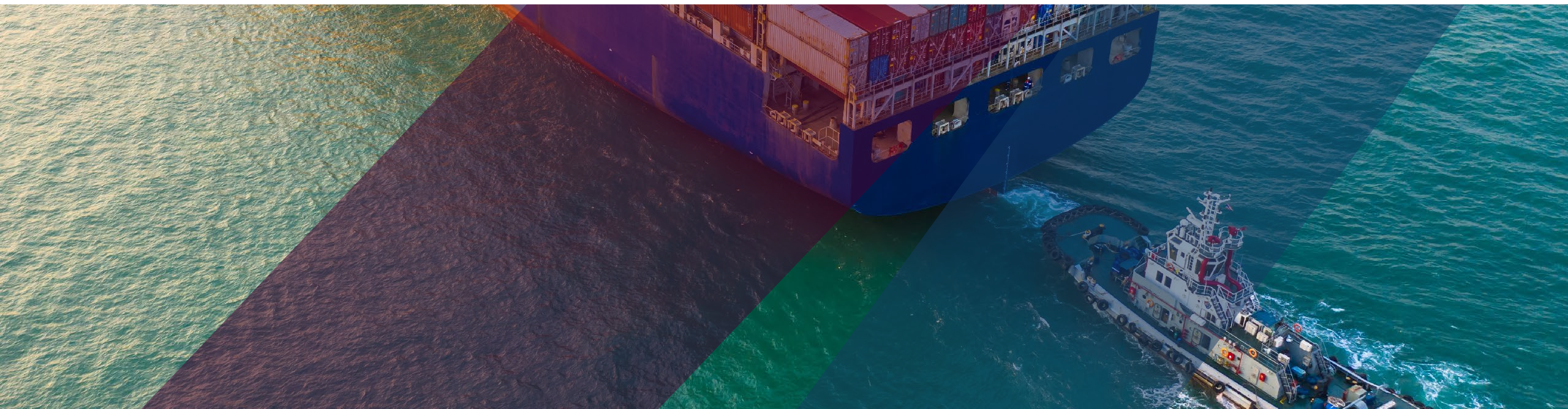


WISCONSIN'S EXPORT PARTNERS





A Gateway to Global Markets



WEDC & DATCP



Through a strong, coordinated partnership, WEDC's GTI team and DATCP align resources and expertise to deliver WIAE objectives, primarily through:

1. International Market Access Grant (IMAG) Program which supports exporter readiness and market entry.
2. Targeted trade missions that connect Wisconsin agribusinesses to global buyers.

WEDC Global Trade Missions



- **Japan – Sept. 5-13, 2025 (Complete)**
- **Canada – Nov. 9-14, 2025 (Complete)**
- **Mexico – Feb. 22-28, 2025 (Complete)**
- **Germany – June 6-13, 2026**
- **FY27 Forthcoming**





International Market Access Grant Program (IMAG)

The FY25 IMAG pipeline had
5 WIAE approvals, which
resulted in sales of over
\$2,000,000.00 in the State of
Wisconsin – This calculates
out to having an ROI of
\$18.90!

GLOBAL TRADE & INVESTMENT CONTACTS



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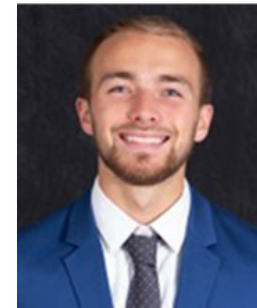
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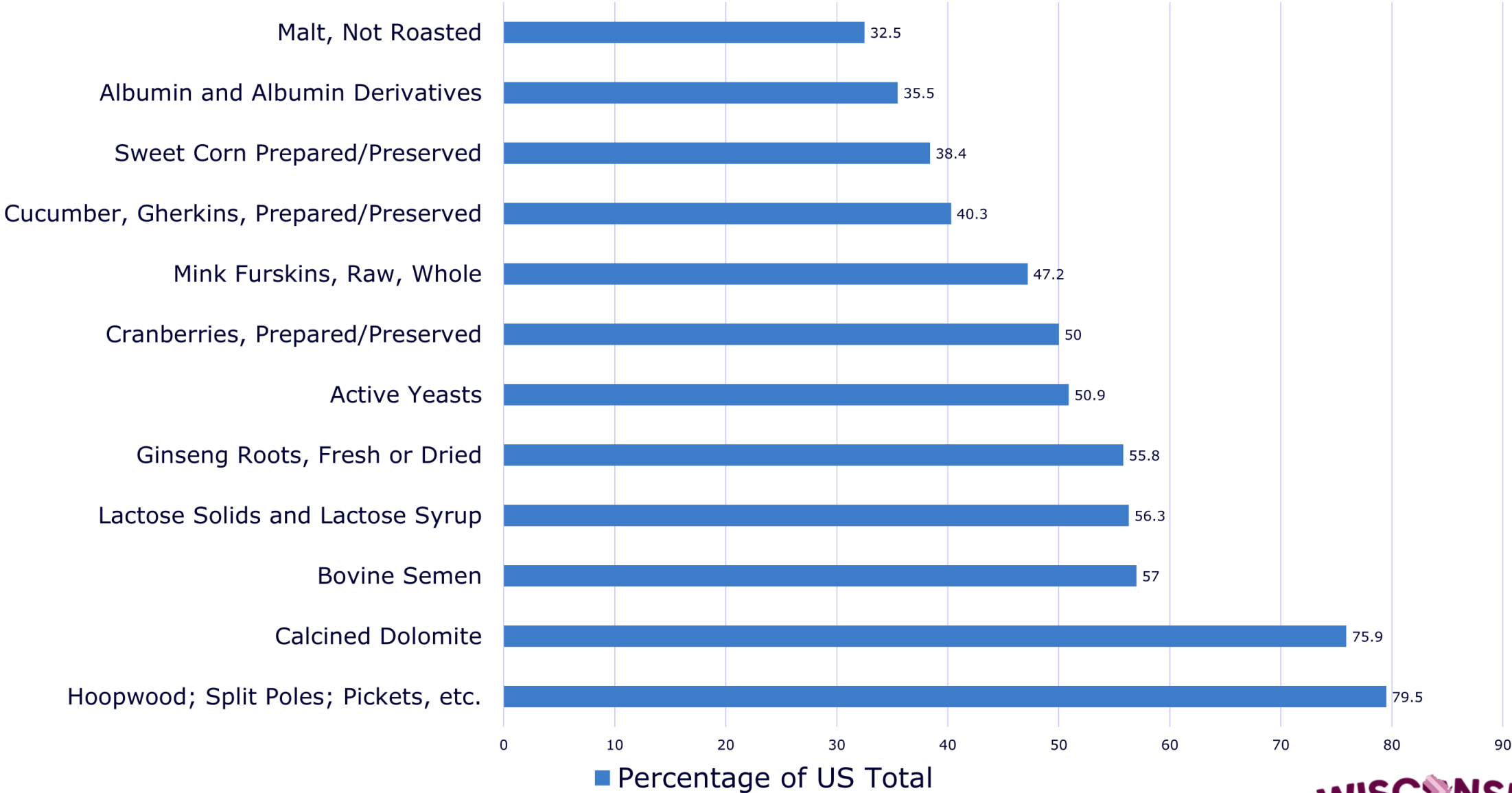


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WISCONSIN LEADS THE U.S. IN THE EXPORT OF:





Thank you!

WISCONSIN
ECONOMIC DEVELOPMENT

TESTIMONIALS AND DATA COLLECTION TO SUPPORT THE 5-YEAR WIAE REPORT

DISCUSSION LEAD BY SECRETARY ROMANSKI



UPCOMING DATES

WAXC Webinar

- June 2026 (Virtual)

WAXC Meeting

September 2026 (Prairie Oaks State Office Building and Virtual)



WAXC AGENDA
APRIL 8, 2026

Adjourn



Thank you!



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WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)