

Wisconsin Agricultural Export Advisory Council



International Agribusiness Center | Division of Agricultural Development

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

September 24, 2026

WAXC Agenda

September 24, 2026

- Call Meeting to Order
- Welcome
- Chair Welcome and Roll Call of Council Members
- Approval of April 8, 2026 Meeting Minutes
- Co-Chair Nominations and Election
- Public Comments
- Export Highlights YTD Q2 2026
- WAXC Dairy, Meat, and Crop Industry Leader Discussion and Feedback
- Break



WAXC Agenda

September 24, 2026 (cont.)

- WisDOT State Freight Plan Presentation
- Discussion of 5-Year WIAE Report
- DATCP Upcoming Planned Activities
- WEDC Trade Ventures FY27 and IMAG
- NASDA Mission to Kenya & Rwanda
- Future Meetings & Closing Remarks
- Adjourn



WAXC Agenda

September 24, 2026 (1)

Co-Chair Nominations and Election 10 minutes



WAXC Agenda
September 24, 2026 (2)

Public Comments 10 minutes



Export Highlights

2026 Quarter 2, Year-to-Date

Ira Frydman, Export and Business Development Bureau Director

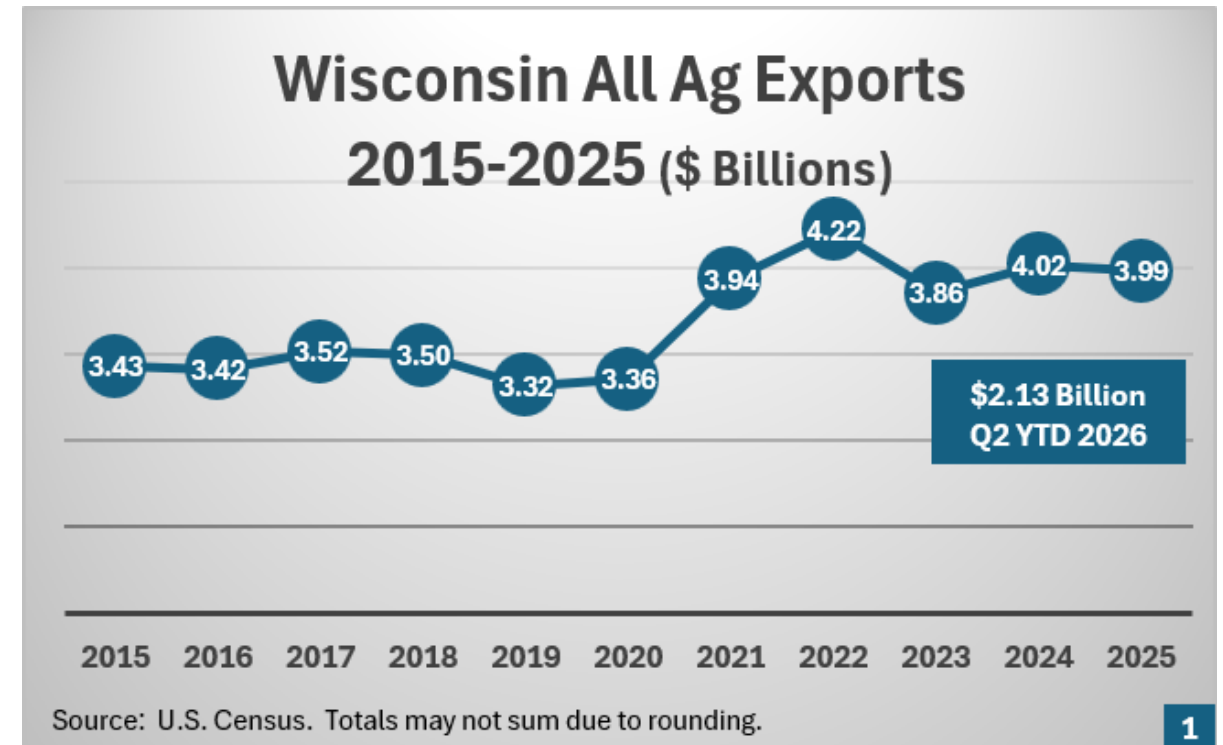


Wisconsin Agricultural Exports

First Half 2026

All Wisconsin food, forestry, and agriculture exports increased by 5.42% in Q2 2026

1. Dairy – up 12%
2. Sauces, Yeasts – down 7%
3. Vegetables, Fruits – flat
4. Beverages & Spirits – up 31%
5. Wood – up 13%
6. Meat Preparations – up 16%
7. Corn & Wheat – up 74%
8. Soybeans – up 48%
9. Bovine Semen – up 12%
10. Dried Distillers Grains (DDG's) – up 36%



Wisconsin Agricultural Exports

First Half 2026 – Countries

Wisconsin agricultural exports reached \$2.13 billion in Q2 2026

1. Canada – up 7% (ethanol, food prep)
2. Mexico – up 34% (corn, wheat, dairy, soybeans, malt)
3. Korea – up 8% (meat cuts, food prep, dairy)
4. China – down 29% (dairy, wood, food prep)
5. Japan – down 9% (meat cuts, albumins, lactose, dairy)
6. Germany – up 8% (peptones, aromatics, enzymes,)
7. Netherlands – up 9% (cranberries, food prep, dairy)
8. Australia – up 2% (dairy, food prep, pet food)
9. Vietnam – up 35% (wood, soybeans, lactose)
10. United Kingdom – down 12% (bovine genetics, DDG's)

Beyond the top 10: Spain up 104%, Türkiye up 153%, Ireland down 29%, Taiwan up 59%, India down 20%

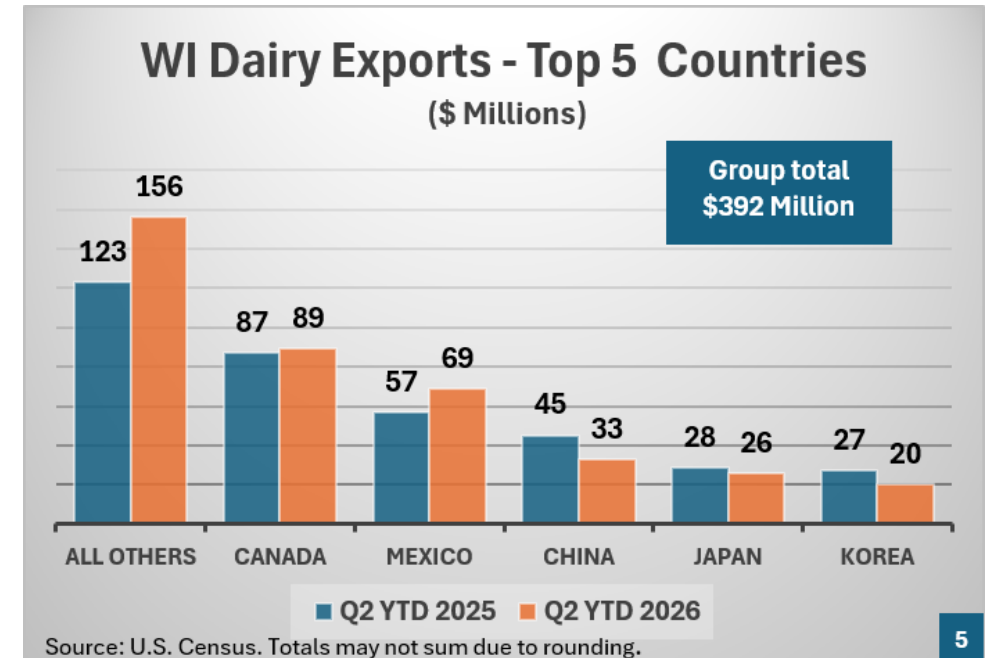


Wisconsin Agricultural Exports

First Half 2026 – Dairy

Top 10 Countries: 76% of total

1. Canada – up 2% (cheese and curd, milk albumins, whey)
2. Mexico – up 21% (cheese and curd, lactose, whey)
3. China – down 28% (whey, lactose, milk albumins)
4. Japan – down 10% (milk albumins, lactose, whey)
5. Korea – down 25% (cheese and curd, whey, lactose)
6. Australia – up 31% (butter, cheese and curd, whey)
7. Singapore – up 2,718% (milk albumins, whey)
8. Netherlands – up 59% (butter, lactose)
9. Brazil – up 44% (milk albumin, whey, lactose)
10. Dominican Republic – up 52% (cheese and curd)



Key dairy trade promotion activities YTD:

Gulf Food, WEDC Mission Mexico, FE Charcuterie Mission, Foodex Japan, USDA ATM Philippines, VIV Europe, NA Railgate Mexico, U.S./Indonesia Dairy

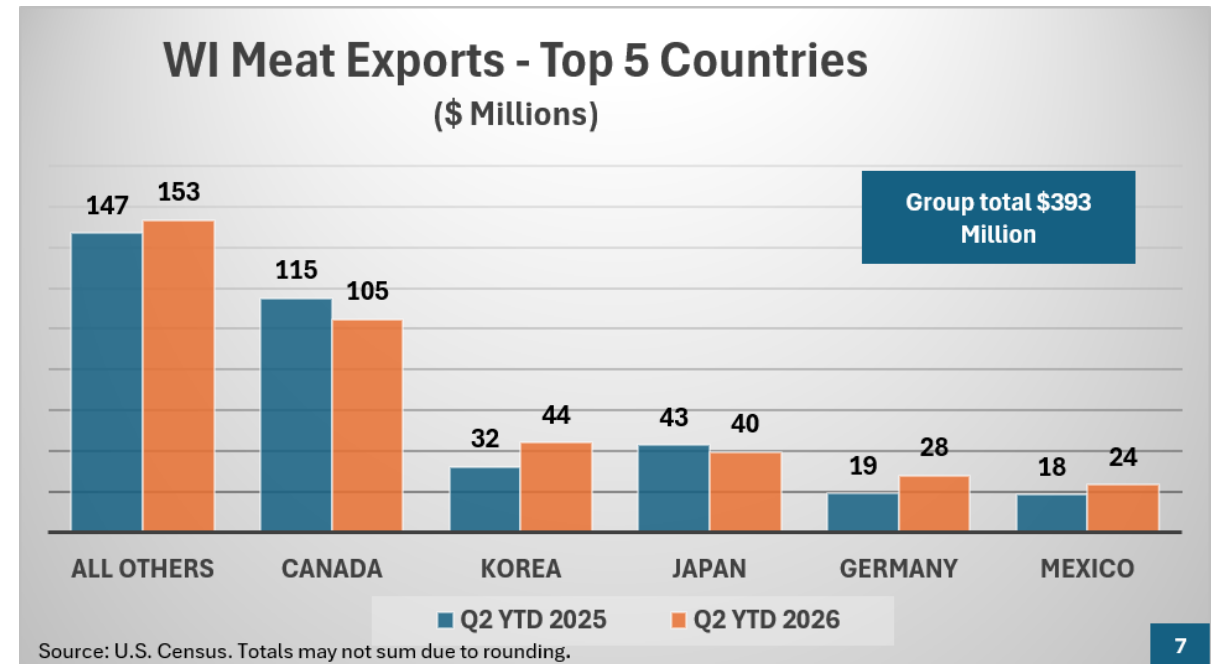


Wisconsin Agricultural Exports

First Half 2026 – Meat

Top 10 Countries: 78% of total

1. Canada – down 9% (prep of meat, live animals, meat cuts)
2. Korea – up 37% (meat, prep of meat, peptones)
3. Japan – down 8% (meat cuts, prep of meat, bovine genetics)
4. Germany – up 45% (peptones, albumin, bovine genetics)
5. Mexico – up 28% (bovine genetics, gelatin, meat)
6. Finland – down 7% (mink)
7. Taiwan – up 49% (meat)
8. Brazil – 23% (bovine genetics)
9. Russia – up 101% (bovine genetics)
10. Hong Kong – 27% (meat, prep of meat)



Key meat trade promotion activities YTD:

Hong Kong Fur, FE Charcuterie Mission, Tanzania Genetics Training, USDA ATM Philippines, Interzoo Germany, ILDEX Vietnam, VIV Europe, NA Railgate Mexico

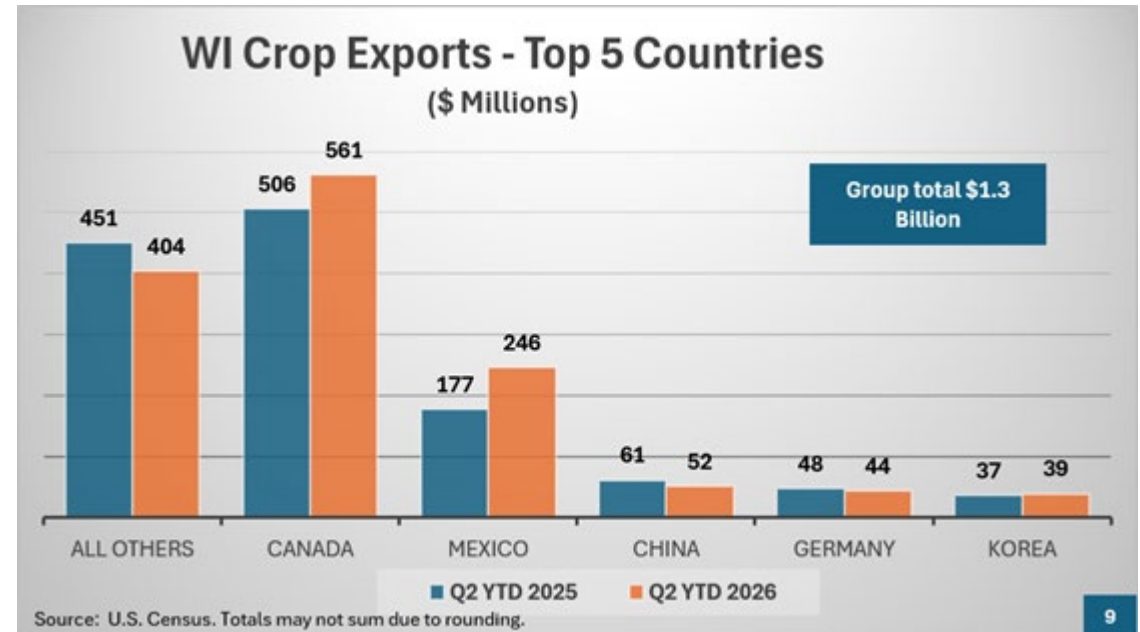


Wisconsin Agricultural Exports

First Half 2026 – Crops

Top 10 Countries: 80% of total

1. Canada – up 11% (food prep, sauces, ethanol, pickles, non-potato vegetables, wood)
2. Mexico – up 39% (corn, wheat, malt, soybeans, cranberries)
3. China – down 15% (wood, food prep, pet food)
4. Germany – down 8% (aromatics, enzymes, sauces, wood)
5. Korea – up 7% (food preparations, cranberries, potatoes)
6. Netherlands – flat (cranberries, enzymes, food prep)
7. Ireland – down 27% (enzymes, DDGs)
8. Vietnam – up 42% (wood, soybeans)
9. United Kingdom – flat (wood, cranberries, DDG's)
10. Australia – down 16% (food prep, cranberries, pet food)



Key crop trade promotion activities YTD:

Gulf Food, WEDC Mission Mexico, FE Charcuterie Mission, Foodex Japan, USDA ATM Philippians, Dubai Wood Show, Interzoo Germany, ILDEX Vietnam, NA Railgate Mexico



WAXC Dairy, Meat, and Crop Industry Leader Discussion: First Six Months of 2026 Export Results

Discussion Led by Secretary Romanski & Ira Frydman



WAXC Agenda
September 24, 2026 (4)

Break
10 minutes



Discussion of 5-Year WIAE Report

Discussion led by Secretary Romanski



Upcoming Trade Promotion Activities

Ira Frydman, Export and Business Development Bureau Director



Trade Promotion Activities: September 2026 – November 2026

Tentative & Subject to Change

September 2026

- 14-18 Baking Ingredients Inbound Mission
- 25-Oct. 2 World Dairy Expo, Madison, WI

October 2026

- 17-21 SIAL Paris, Paris, France
- 21-23 FIGAP

November 2026

- 9-12 USDA Trade Mission, Vietnam
- 10-12 Food and Hospitality China, Shanghai, China
- 10-13 EuroTier
- 16-20 IDF – World Dairy Summit, Auckland, New Zealand

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



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WAXC Agenda

September 24, 2026 (6)

NASDA Mission to Kenya/Rwanda Jay Weiker



Upcoming Dates

WAXC Webinar

January 20, 2027 (Virtual)

WAXC Meeting

April 2027 (Prairie Oaks State Office Building and Virtual)



WAXC Agenda
September 24, 2026 (7)

Adjourn



Thank You!



Ira Frydman

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