Exporting Wisconsin Ginseng

International Agribusiness Center

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

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MEET OUR INTERNATIONAL STAFF

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GINSENG EXPORTS

2020 Wisconsin

Ginseng Exports: $19.26 million

Top Export Markets:

1 – China (51.04%)	$9.83 million
2 – Hong Kong (43.67%)	$8.41 million
3 – Taiwan (4.4%)	$846.6 thousand
4 – Canada (0.45%)	$87.2 thousand
5 – Vietnam (0.22%)	$41.4 thousand

2020 United States

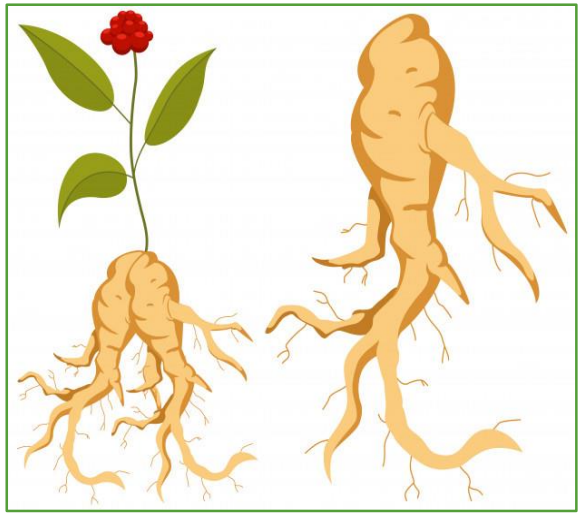
Ginseng Exports: $39.97 million

Top Export Markets:

1 – Hong Kong (64.68%)	$25.85 million
2 – China(24.72%)	$9.88 million
3 – Taiwan (2.73%)	$1.09 million
4 – Singapore (1.73%)	$691.31 thousand
5 – Germany (1.46%)	$585.11 thousand

GINSENG BOARD OF WISCONSIN

Wisconsin Ginseng is the gold standard for high quality American ginseng. American Ginseng has been cultivated in Wisconsin, U.S., for more than 100 years, dating back to the 1800's. Today, Wisconsin Ginseng farmers account for **95 percent** of the total cultivated American ginseng production of the United States.



The board is managed by an elected board of seven Ginseng producers and functions under a marketing order managed by the DATCP.

For more information, visit https://www.ginsengboard.com/

DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness

Develop an export plan that includes

- ✓ Realistic objectives and measurables goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, https://www.trade.gov/sample-export-plan

Also, the Wisconsin Economic Development Center offers ExporTech™, a proven export strategy development program where companies develop a customized export plan.

*See resources page for additional sample export plan resources

IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)

SCREEN POTENTIAL MARKET OPPORTUNITIES

ASSESS AND SELECT THE TOP MARKETS

DEVELOP YOUR STRATEGY AND MARKET ENTRY PLAN

Leverage market research through these resources:

- Food Export Association of the Midwest – country market profile reports and obtain market research by participating in the Market Builder Program **Requires registration with participation fees for some services.*
- Global Agricultural Information Network (GAIN) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more
- USDA Foreign Agricultural Service (FAS) – export data, world market reports, foreign buyer trade leads
- U.S. Free Trade Agreements (FTAs) – current agreements with the U.S. These agreements provide low or duty-free market assess

INDUSTRY AND PRODUCT CLASSIFICATION

Every product has a unique classification number, known as a harmonized system code, HS Code.

A HS Code is the standard numerical method that is used globally across international trade in order to accurately identify traded products at a basic 6-digit level and 8 or 10-digit levels for country-specific definitions.

Why?

- Used by customs authorities in every part of the world in order to allocate the correct rate of duty and tax for each product.

For more visit, Export Essentials Module 2: Classify Your Products for Export*

*Requires Free Registration

IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

Resources:

- USDA's Food and Agricultural Import and Regulations Standards Reports (FAIRS)
- Global Agricultural Information Network (GAIN)

PREPARING EXPORT DOCUMENTATION

Anyone who grows Cultivated Ginseng in Wisconsin is required to register with DATCP. There are two form for a grower or dealer and can be found below:

- **Annual Ginseng Dealer Certificate:** For selling cultivated ginseng purchased from a registered grower or dealer

  https://datcp.wi.gov/Documents/2019%20GinsengBlankDealerForm2019.pdf

- **Annual Ginseng Growers Certificate:** For growing and selling ginseng.
  https://datcp.wi.gov/Documents/GinsengGrowerRenewalApplication2019.pdf

- Wild Harvested Ginseng is regulated by the Wisconsin Department of Natural Resources, please visit http://www.dnr.wi.gov

*Visit the Export Certificate Guidelines document, https://datcp.wi.gov/Documents2/ExportCertificateGuidelines.pdf

PREPARING EXPORT DOCUMENTATION

To ship ginseng roots from Wisconsin, growers or dealers must be registered with DATCP. The following documents might be required to export ginseng:

- **Phytosanitary** – issued by local Animal and Plant Health Inspection Service (APHIS) Plant Protection and Quarantine program (PPQ)
- **CITES** – U.S. Fish and Wildlife Service
- **Certificate of origin** – Local Chamber of Commerce
- **Cultivated shipping certificate** – DATCP
- **Packing list** – Exporter
- **Protected plant permit** – APHIS
- **USDA Inspection** – APHIS PPQ staff at CITES-designated port

More information can be found https://datcp.wi.gov/Pages/Licenses_Permits/GinsengRegistration.aspx

FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to attract and obtain foreign buyers that are fit for your product(s). Consider the following:

- Food Export Trade Missions *
- Food Export Buyer's Missions*
- USDA International and Domestic Trade Shows
- DATCP International Agribusiness Center Calendar
- WEDC Global Trade Ventures

Everything you need to know before you meet with a buyer can be found by viewing, Export Essentials Module 11: Preparing for Meeting with Buyers* * *Requires Registration*

FOLLOW-UP WITH BUYERS

It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up

For more information view: Food Export Webinar, * How To: Best Practices for Following Up After a Trade Event

*Requires Free Registration

FUNDING FOR MARKET PROMOTION TO INCREASE MARKET SHARE

Access Food Export's Branded Program (export funding) that supports U.S. food and agriculture company's international marketing efforts by providing up to 50% cost reimbursement for a wide variety of international activities including:

- International website development
- Social Media advertisement
- Marketing and point-of-sale materials
- Package and label modifications
- Fees for exhibiting at select trade shows
- Freight costs for samples
- And more…

Learn more at https://foodexport.org/programs-services/increase-market-share/branded-program/

RESOURCES PAGE

DATCP International Agribusiness Center – export certificate guidelines

Ginseng Board of Wisconsin – Education and research to expand international markets

Food Export Association of the Midwest – Market Builder Program, country market profile reports, Export Essentials, trade events, webinars, seminars and funding

Global Agricultural Information Network (GAIN) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more

RESOURCES PAGE

USDA Foreign Agricultural Service (FAS) – export data, world market reports, foreign buyer trade leads, import and regulation standards reports

U.S. Free Trade Agreements (FTAs) – current agreements with the U.S., that provide low or duty-free market assess

International Trade Administration – sample export plans

Wisconsin Economic Development Center (WEDC) – ExporTech™, export strategy development program - Eastern Wisconsin: ExporTech™ | WMEP Manufacturing Solutions
Western Wisconsin: ExporTech™ | University of Wisconsin - Stout (uwstout.edu)

QUESTIONS?

The International Agribusiness Center Team Is Ready to Help.

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https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx

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