

# International Agribusiness Center

## Export Highlights 2025 — Quarter 1

### Highlights

Wisconsin food, forestry, and agriculture product exports reached \$1.01 billion in the first quarter of 2025 — the second highest first quarter on record. This was a 2.16% growth year-over-year, and 10% above 2021, the Wisconsin Initiative for Agricultural Exports (WIAE) base year.

Demand has remained strong throughout the quarter; however, some exports have been canceled due to ongoing federal trade discussions. Some exporters increased sales before retaliatory tariffs were applied, but buyers are now considering alternative options. The recent news of tariff reductions between the U.S. and China may result in increased orders in the short term. Existing and future retaliatory tariffs on U.S. agricultural products imposed by Canada, Mexico, China, and the European Union could impact 67% of Wisconsin’s agricultural exports. The February 2025 USDA Outlook for U.S. Agricultural Trade forecast for 2025 is 2.2% below 2024.

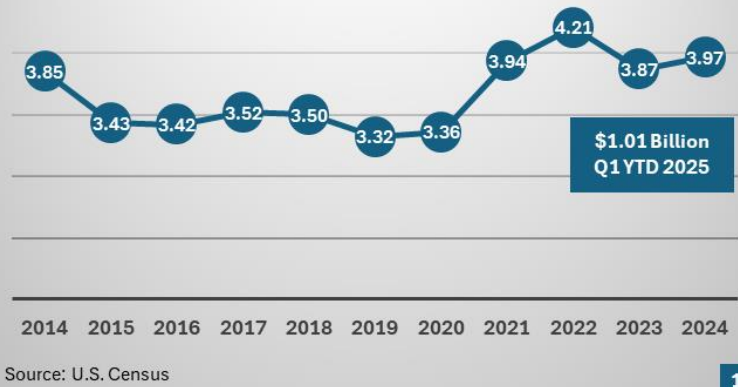
Wisconsin’s agricultural exports were up 2.16% for the first quarter of 2025, while U.S. exports were down 4.73%. Year to date, Wisconsin is the 12th largest exporter of agricultural products in the U.S.

**Top Markets:** Wisconsin’s top five agricultural export markets — Canada, Mexico, China, Japan, and Korea — represented 66% of total exports. China and Japan were up double digits, likely due to a surge of deliveries before tariffs were applied. Wisconsin’s top ten markets comprised 77% of the state’s total exports. Democratic Republic of the Congo rose to number 8 and was up over 405%. India (No. 12) was up 42%, Philippines (No. 15) was up 26%, Thailand (No. 16) was up 47% with whey protein and dairy the top drivers of growth, Saudi Arabia (No. 25) was up 48%, and Guatemala (No. 26) was up 28%.

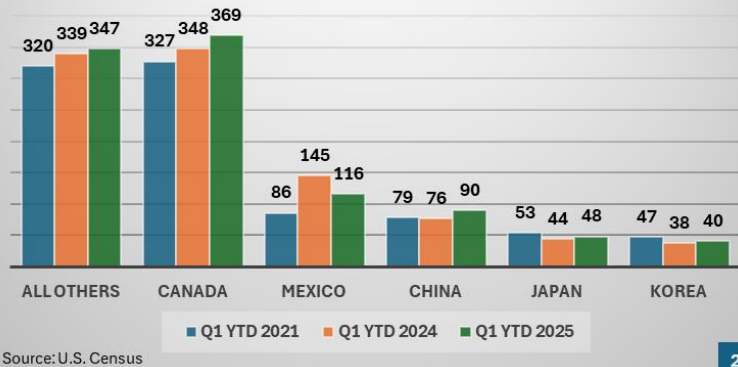
**Top Products:** In the first quarter of 2025, Wisconsin’s top 10 products made up 71% of total exports. Dairy increased 27%, prepared vegetables (sweet corn and cranberries) grew 21%, ethanol was up 63% and non-alcoholic beverages increased 79%. Wood products were down 19%, likely due to significant decreases in sales to China and Canada. Bovine genetics also saw a 10% decrease overall as China halted all imports of U.S. genetics (which resulted in a 50% decrease in bovine genetic exports to China). **Exports by product group for the first quarter: Dairy increased more than 27%, Meat rose 1%, and Crop was down 3%** (product group details on page 2).

For more information, contact Jacob Leum, Division of Agricultural Development, (608) 514-4538, [jacob.leum@wisconsin.gov](mailto:jacob.leum@wisconsin.gov).

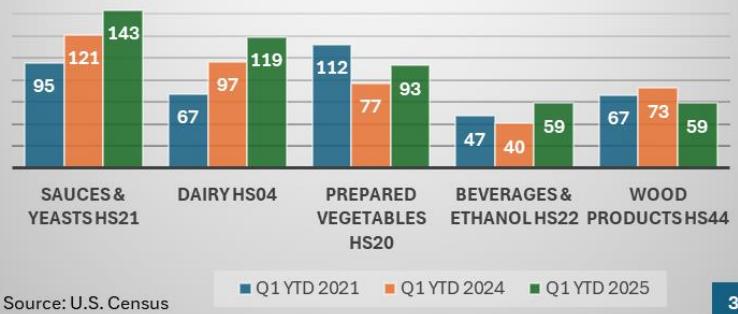
Wisconsin All Ag Exports  
2014-2024 (\$ Billions)



Wisconsin Exports Top 5 Markets  
All Agricultural Products  
(\$ Millions)



Wisconsin Q1 2025 Agricultural Exports by Product



## Product Group Highlights

Quarter 1 YTD 2025 exports of \$1.01 billion in agricultural products were tracked in three product groups:

- **Dairy:** cheese, whey, lactose, and milk proteins — **16%** of all Wisconsin agricultural exports
- **Meat:** livestock, bovine genetics, hides, and furs — **19%** of all Wisconsin agricultural exports
- **Crop:** grains, forestry, processed foods, and beverages – **65%** of all Wisconsin agricultural exports

### WI Dairy Exports - Top 5 Products

Q1 YTD 2025

Top 5 are 94% of total



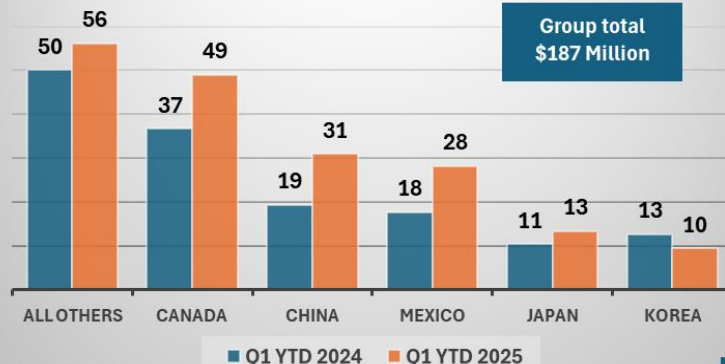
Source: U.S. Census

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### WI Dairy Exports - Top 5 Countries

(\$ Millions)

Group total  
\$187 Million



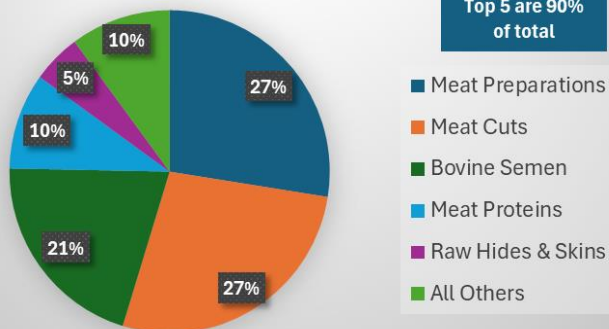
Source: U.S. Census

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### WI Meat Exports - Top 5 Products

Q1 YTD 2025

Top 5 are 90% of total



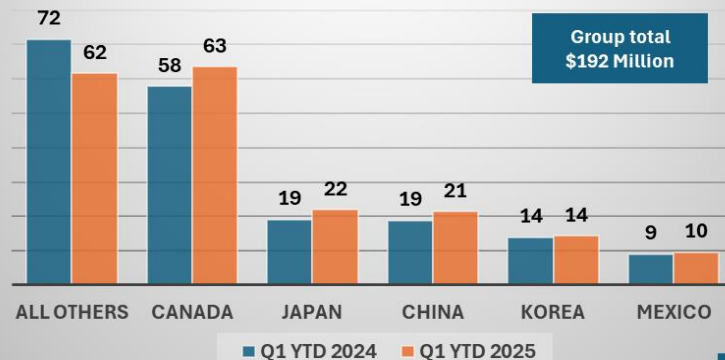
Source: U.S. Census

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### WI Meat Exports - Top 5 Countries

(\$ Millions)

Group total  
\$192 Million



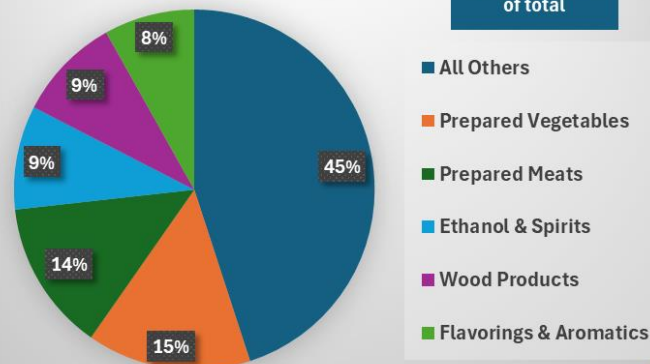
Source: U.S. Census

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### WI Crop Exports - Top 5 Products

Q1 YTD 2025

Top 5 are 55% of total



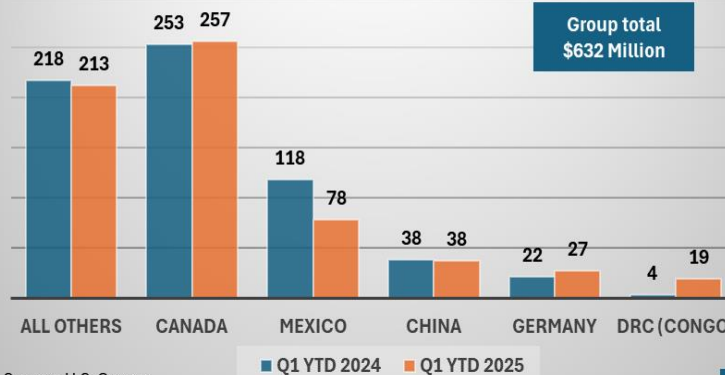
Source: U.S. Census

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### WI Crop Exports - Top 5 Countries

(\$ Millions)

Group total  
\$632 Million



Source: U.S. Census

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Wisconsin is number one in the U.S. for the export of ginseng, cranberries, specialty cheese, prepared meat, bovine genetics, and mink pelts. Wisconsin exported to 131 Countries in Q1 of 2025.