

# International Agribusiness Center



## Export Highlights — Year-To-Date Q2 (Quarter 2) 2024

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### Highlights

Wisconsin food, forestry, and agriculture product exports reached **\$2.04 billion** year-to-date through the second quarter, a **2.03% growth year over year** and **nearly 6% above 2021**, the Wisconsin Initiative for Agricultural Exports (WIAE) base year.

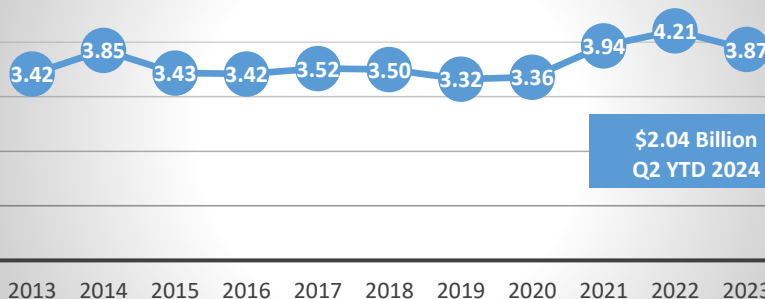
Demand remains from 2023; however, the continued strong dollar is slowing exports to Korea and Japan, and trade tensions with China are reflected in agricultural exports to that major market. In addition, conflicts in the Ukraine and Israel and slow economic growth in several countries are continued headwinds. The August 2024 USDA Outlook for U.S. Agricultural Trade is forecasted to be 2.6% below 2023.

Wisconsin is showing **2.03% growth over 2023**, ahead of the U.S. figures as the USDA reports an overall change of **-1.01%**.

**Top Markets:** Wisconsin's top five agricultural export markets are Canada, Mexico, China, Japan and Korea, representing 66% of total exports. Mexico and "All Others" are up over last year, as they are over 2021 along with Canada. The top ten markets are 75% of the total. Germany (No. 6) is up 11%, and Indonesia (No. 10) is up more than 40%. Germany, the Netherlands (No. 7), Australia (No. 8), the U.K. (No. 9) and Indonesia are all up from 2023. **Wisconsin has exported to 135 countries year-to-date.**

**Top Products:** Wisconsin's top five agricultural exports make up 55% of all agricultural exports. Dairy is up nearly 32%, prepared vegetables are up over 16%, and wood products are up over 11%. The top 10 products make up 68% of total exports. Prepared meat exports (brats) are up nearly 19%. Four of the top five products are above 2021 and the Q2 YTD total of all other products is \$1.13 billion, down from 2023 and up 1.5% from 2021.

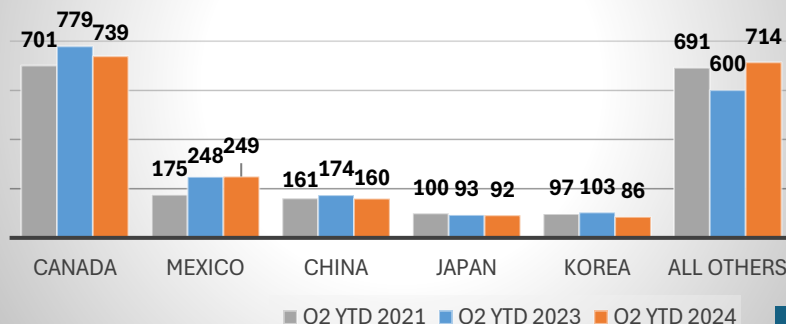
## Wisconsin All Ag Exports 2014 - 2023 (\$ billions)



Source: U.S. Census

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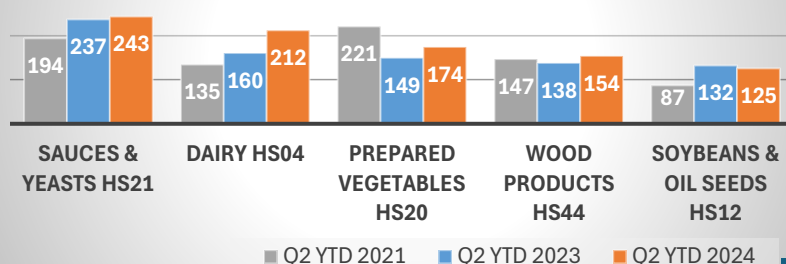
## WI All Ag Exports Top 5 Countries Q2 YTD 2021, 2023, 2024 (\$ Millions)



Source: U.S. Census

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## Wisconsin Product Export Q2 YTD 2021, 2023, 2024



Source: U.S. Census

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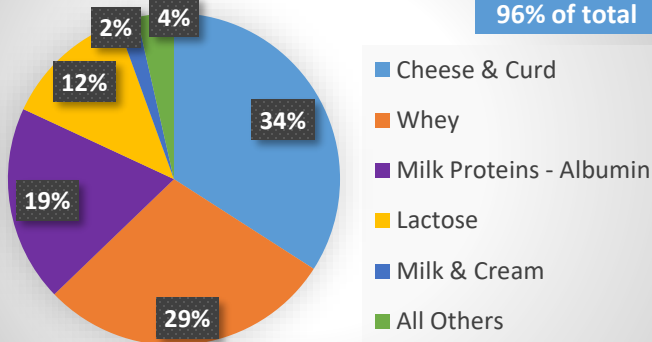
## Product Group Highlights

The Q2 YTD 2024 exports of \$2.039 billion in agricultural products are 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

### Dairy Top 5 Product Exports Q2 YTD 2024

Top 5 are  
96% of total

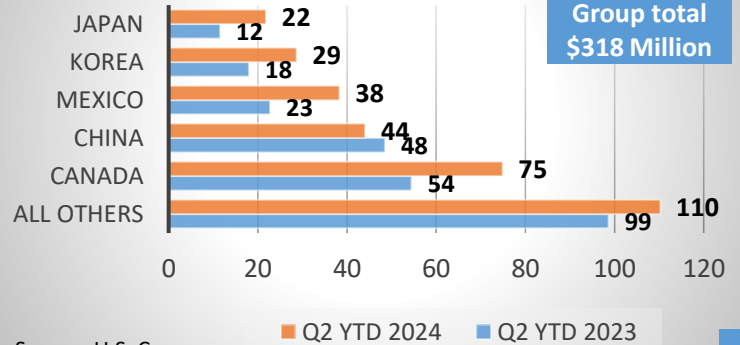


Source: U.S. Census

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### Dairy Top 5 Export Countries Q2 YTD 2024 (\$ Millions)

Group total  
\$318 Million

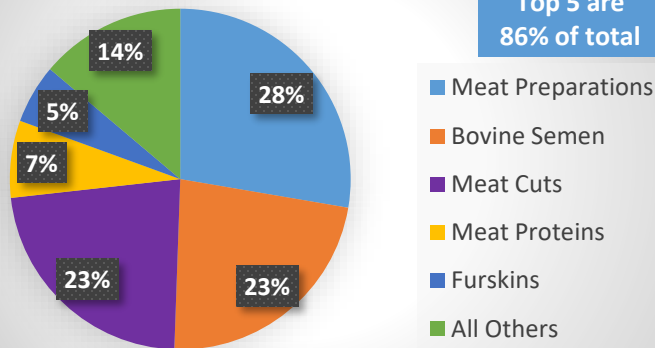


Source: U.S. Census

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### Meat Top 5 Product Exports Q2 YTD 2024

Top 5 are  
86% of total

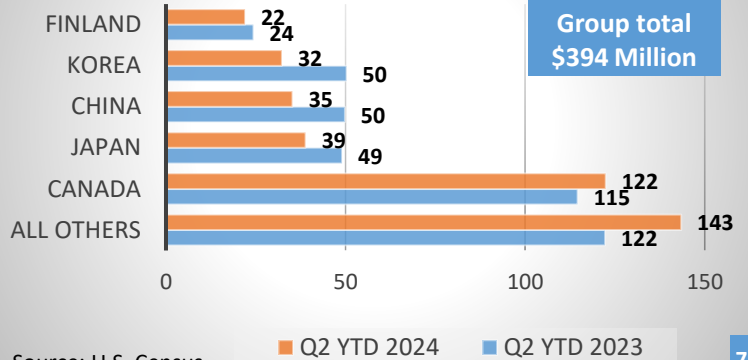


Source: U.S. Census

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### Meat Top 5 Export Countries Q2 YTD 2024 (\$ Millions)

Group total  
\$394 Million

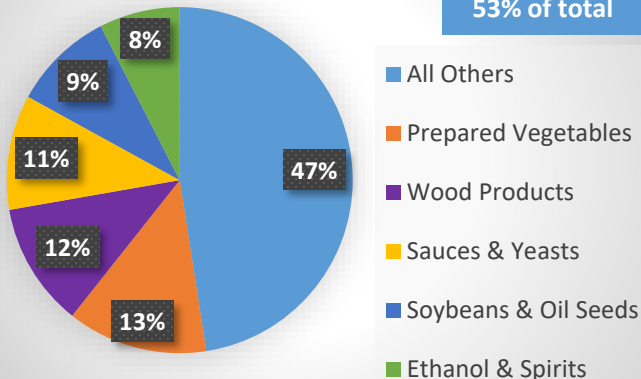


Source: U.S. Census

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### Crop Top 5 Product Exports Q2 YTD 2024

Top 5 are  
53% of total

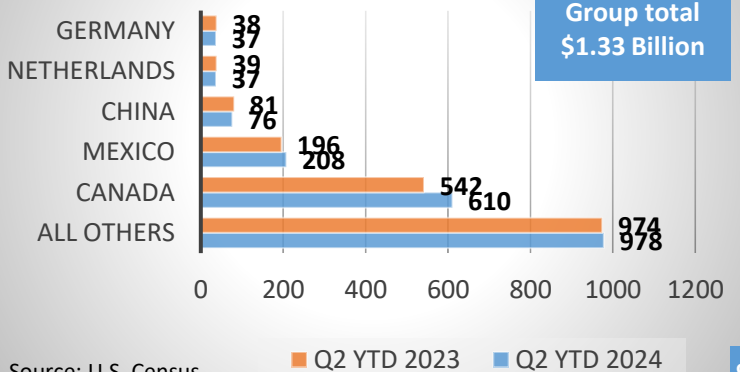


Source: U.S. Census

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### Crop Exports - Top Countries Q2 YTD 2024 (\$ Millions)

Group total  
\$1.33 Billion



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.