



Growing Wisconsin Food and Agricultural Exports

International Agribusiness Center

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

Wisconsin Agricultural Export Advisory Council Meeting January 22, 2025

WAXC INFORMATIONAL WEBINAR AGENDA

JANUARY 22, 2025

- Meeting Start – Mark Rhoda-Reis
- DATCP and WEDC Welcome – Secretary Romanski and Secretary Hughes
- Introduce the Topics and Speaker – Mark Rhoda-Reis
- USDA Export Credit Guarantee Program, GSM-102 – Dee Hale, USDA Credit Programs Division, Foreign Agricultural Service
- Tri-National Accord Review and USMCA 2026 – Secretary Romanski and Deputy Secretary Switzer
- Export Highlights Q3 YTD 2024 – Mark Rhoda-Reis
- DATCP and WEDC Trade Promotion Activities Planned February to June 2025 – Mark Rhoda-Reis, Aaron Zitzelsberger Senior Director, Global Trade & Investment WEDC
- Topic Requests for future WAXC Informational Webinar and Council Meetings – Mark Rhoda-Reis
- Adjourn – Mark Rhoda-Reis



WAXC INFORMATIONAL WEBINAR AGENDA

JANUARY 22, 2025

- USDA Foreign Agricultural Service Credit Guarantee Program GSM-102
Dee Hale – International Trade Specialist, Credit Programs Division, Global Programs



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- Tri-National Accord Review and United States Mexico Canada Agreement (USMCA) 2026 – Secretary Romanski and Deputy Secretary Switzer
 - ▣ Wisconsin participated in Tri-National Accords as a member of the National Association of State Departments of Agriculture (NASDA)
 - ▣ Timeline of the USMCA Review
 - Request to share trade issues and opportunities for Wisconsin agricultural exporters to Canada, Mexico



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JANUARY 22, 2025

- Wisconsin Agricultural Export Highlights Quarter 3, Year to Date 2024

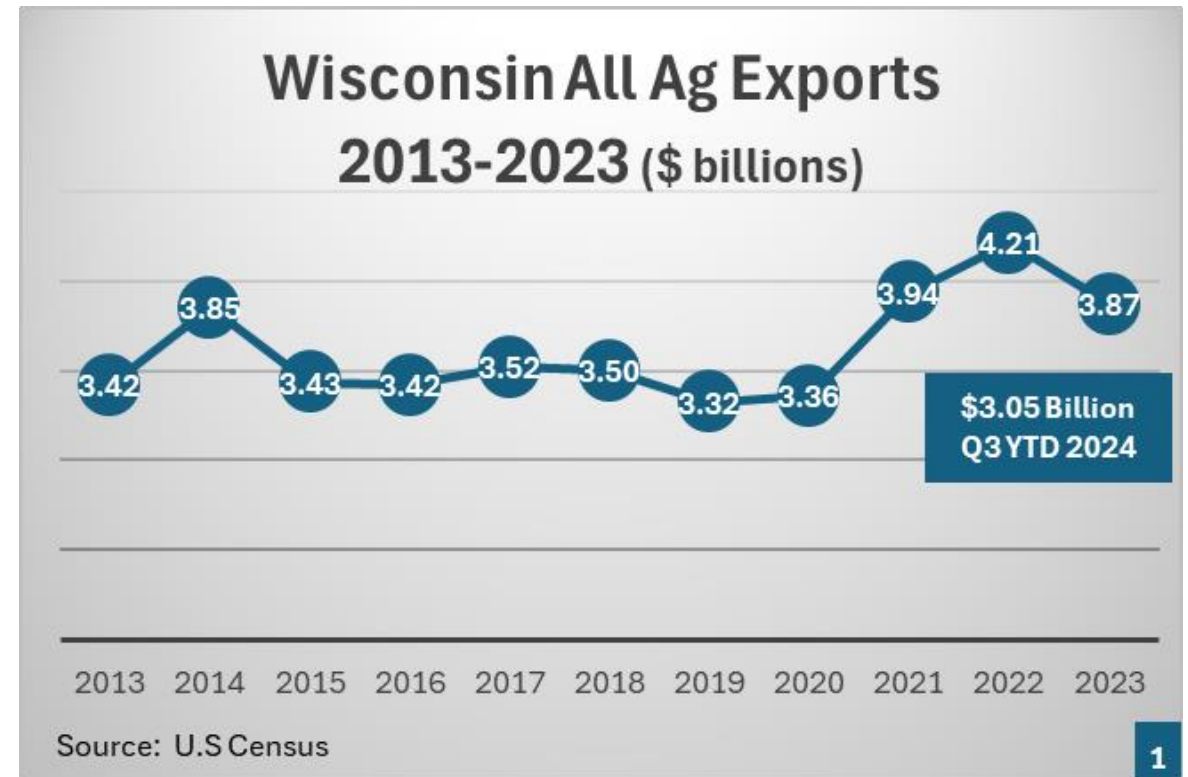


WISCONSIN AGRICULTURAL EXPORTS QUARTER THREE, YEAR-TO-DATE 2024

Top 10 products (68% of total exports):

up 3.97% from 2023

1. Sauces, Yeasts – up 4%
2. Dairy – up 30% (cheese, curd, whey)
3. Vegetables, Fruits – up 17%
4. Wood – up 11% (rail ties)
5. Meat- sausages – up 18%
6. Beverages – down 36% (ethanol, non-alcohol beverages)
7. Oilseeds – down 5%
8. Flavorings, Aromatics – up 8%
9. Meat- cuts – down 16%
10. Bovine semen – down 10%



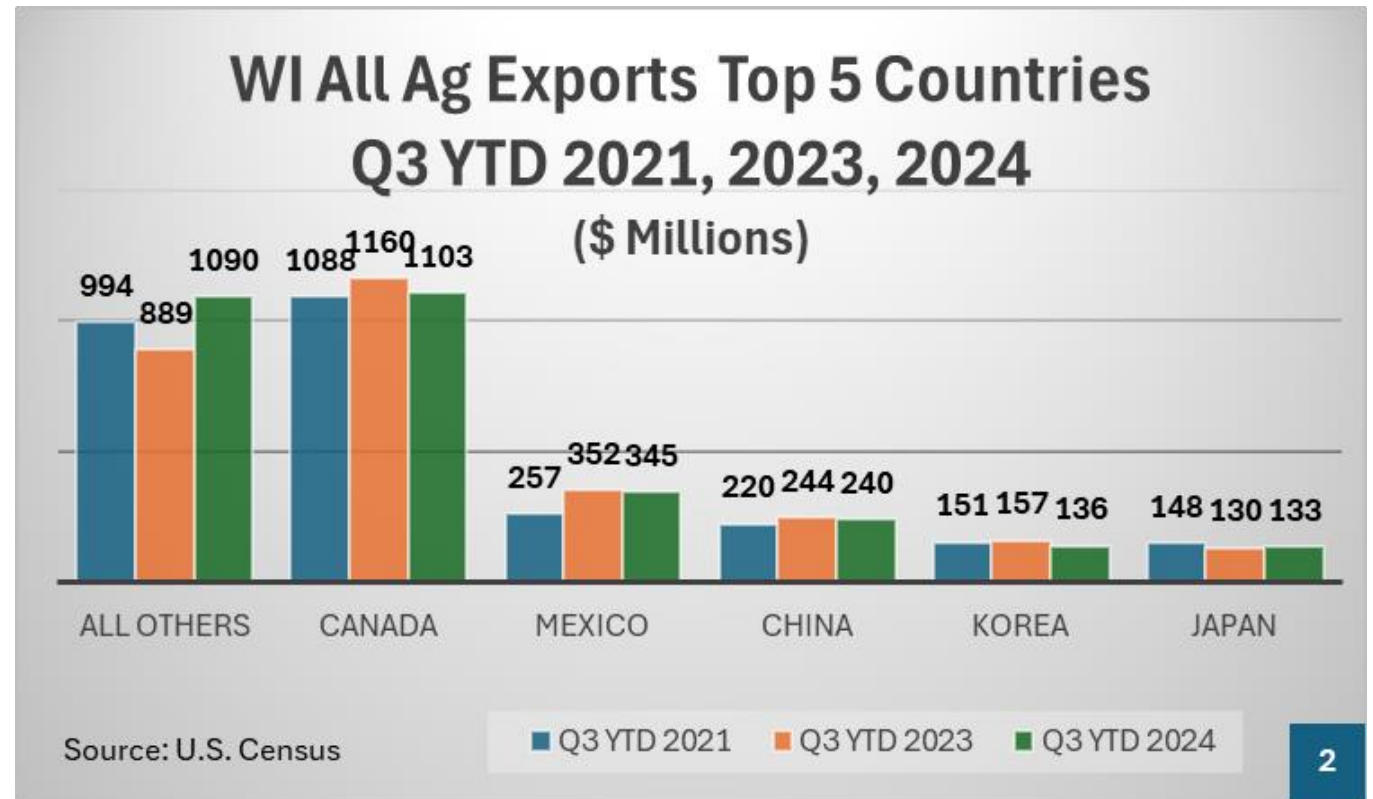
August 2024 USDA national export forecast
down 2.6%



WISCONSIN AGRICULTURAL EXPORTS QUARTER THREE, YEAR-TO-DATE 2024 – COUNTRIES

Top 10 markets: 75% of total

1. Canada – down 5% (ethanol, cereals)
2. Mexico – down 2% (soybeans, cereals)
3. China – down 2% (bovine semen, sugars)
4. Korea – down 13% (beef, sweet corn)
5. Japan – up 3% (dairy, flavorings, aromatics)
6. Germany – up 24% (flavorings, aromatics)
7. Australia – up 5% (dairy, vegetables, fruit)
8. Netherlands – flat
9. Italy – up 147% (wheat, meslin, bovine semen)
10. United Kingdom – down 5% (bovine semen)



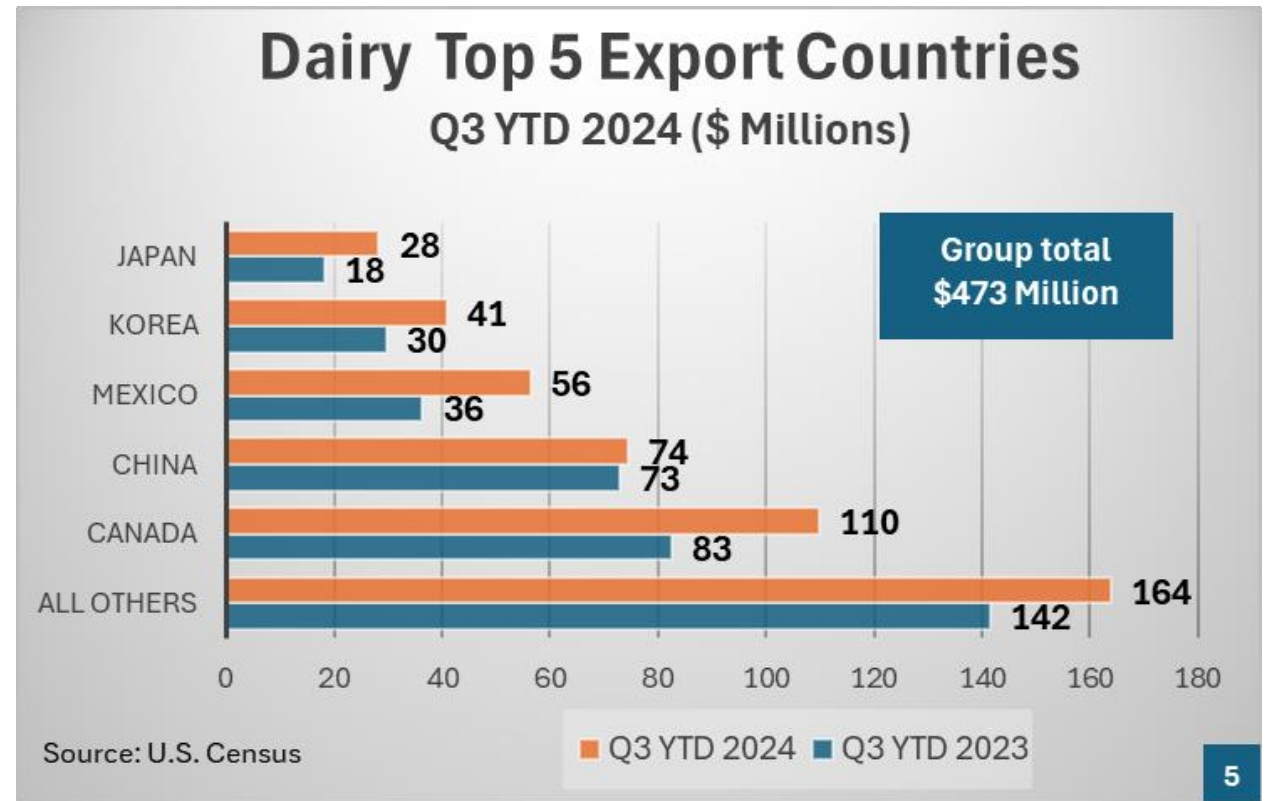
Wisconsin is up 3.97%; US is down 0.81%



WISCONSIN AGRICULTURAL EXPORTS QUARTER THREE, YEAR-TO-DATE 2024 – DAIRY

Top 10 countries: 78% of total

1. Canada – up 33% (cheese, whey)
2. China – up 2% (whey, milk albumins)
3. Mexico – up 55% (cheese, curd, whey)
4. Korea – up 37% (milk albumins, cheese, curd)
5. Japan – up 56% (milk albumins, whey, cheese)
6. Australia – up 36% (cheese, curd)
7. Brazil – up 83% (milk albumins, lactose)
8. India – up 27% (lactose syrup)
9. Bahrain – up 358% (whey, cheese, curd)
10. Uruguay – up 89% (lactose)



Total all Dairy products up 24%



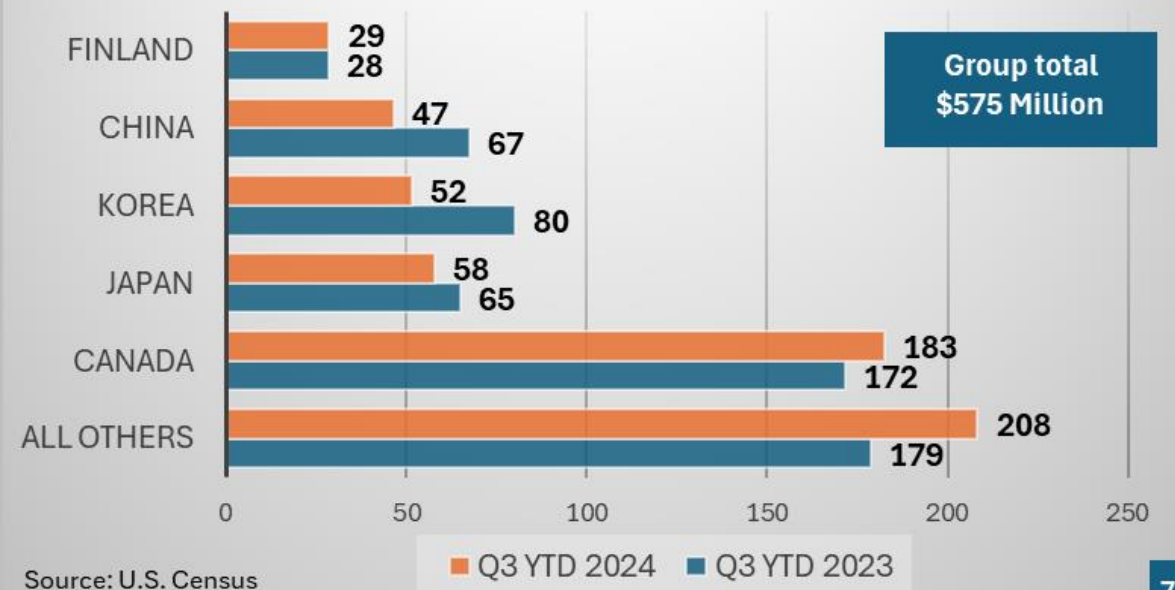
WISCONSIN AGRICULTURAL EXPORTS QUARTER THREE, YEAR-TO-DATE 2024 – MEAT

Top 10 countries: 80% of total

1. Canada – up 6% (peptones, purebred cattle)
2. Japan – down 11% (fresh/chilled beef)
3. Korea – down 36% (fresh/chilled beef)
4. China – down 31% (bovine semen, cow leather up)
5. Finland – up 0.3% (mink)
6. Taiwan – up 156% (beef)
7. Mexico – down 26% (cow leather, bovine offal up)
8. Germany – up 26% (peptones)
9. UK – down 23% (bovine semen)
10. Turkey – up 259% (bovine semen, purebred cattle)

Kazakhstan up from \$674 thousand to \$6.3 million (bovine semen)

Meat Top 5 Export Countries Q3 YTD 2024 (\$ Millions)



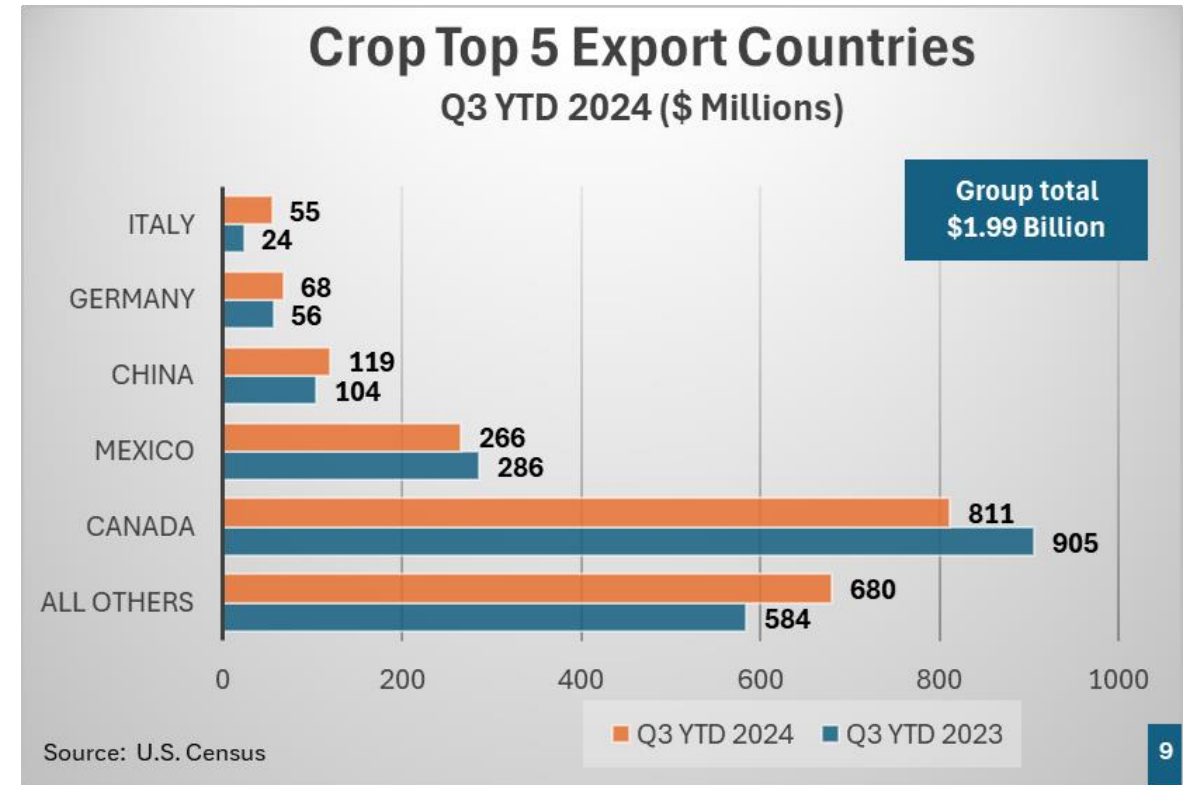
Total all Meat exports down 2.6%



WISCONSIN AGRICULTURAL EXPORTS QUARTER THREE, YEAR-TO-DATE 2024 – CROPS

Top 10 countries: 77% of total

1. Canada – down 11% (ethanol, non-alcohol beverages)
2. Mexico – down 7% (soybeans, wheat, meslin, corn up)
3. China – up 21% (cranberries, ginseng)
4. Germany – up 20% (flavorings, aromatics, enzymes, sauces)
5. Italy – up 133% (wheat, meslin)
6. Netherlands – up 4% (cranberries, sauces)
7. Australia – up 15% (cranberries, wood)
8. Japan – up 1% (cranberries and juice)
9. Korea – down 7% (sweet corn)
10. United Kingdom – up 15% (animal feed, cranberries)



“All others” up 23%, driving overall increase of 2.0%



WAXC INFORMATIONAL WEBINAR AGENDA

JANUARY 22, 2025

- DATCP and WEDC Trade Promotion Activities February–June, 2025



TRADE PROMOTION ACTIVITIES FEBRUARY–JUNE 2025

- February 2-6, USDA Trade Mission to Thailand
- February 10-13, U.S. Livestock Genetics Export Annual Meeting, Guadalajara, Mexico
- February 19-22, Fur and Fashion Show, Hong Kong
- February 23-26, WEDC Trade Mission to Guadalajara and Mexico City, Mexico
- February 25-March 1, Houston Livestock Show & Rodeo, Houston, Texas
- March 3-7, USDA Trade Mission to Guatemala
- March 4-7, Natural Products West Show with Food Export, Anaheim, California
- March 12-14, Secretary-led Trade Mission / VIV Show, Bangkok, Thailand and Jakarta, Indonesia
- March 17-19, International Food and Drink Show, London, England
- March 21-29, WEDC Trade Mission to Shanghai and Shenzhen, China



TRADE PROMOTION ACTIVITIES FEBRUARY–JUNE, 2025

- April 1-2, Food Export Spring Meeting, St. Louis, Missouri
- April 8-10, ANUGA Select Food Show, São Paulo, Brazil
- April 8-11, Food and Hospitality Show, Singapore
- April 21-25, SIAM Livestock, Genetics and Feed Show, Meknes, Morocco
- April 28-May 2, Inbound French Cheese Buyer Mission with Dairy Farmers of Wisconsin
- April 28-May 2, Inbound German Dairy Producers, Wisconsin
- May 5-7, U.S. Ginseng Summit with Ginseng Board of Wisconsin and Wisconsin Department of Natural Resources, Wausau, Wisconsin
- May 5-8, Tuttofood Show, Milano, Italy
- May 17-20, National Restaurant Association Food Show, Chicago, Illinois
- May 20-23, Interzum Wood Show, Cologne, Germany
- May 21-23, U.S. Meat Export Federation Spring Meeting, Fort Worth, Texas



TRADE PROMOTION ACTIVITIES FEBRUARY–JUNE 2025

- May 26-29, Thaifex Food Show, Bangkok Thailand
- May 28-29, U.S. Dairy Export Council – Mexico/U.S. Bi-national Conference, Madison, Wisconsin
- June 9-12, USDA Trade Mission to Lima, Perú
- June 16-19, Food and Hotel, Seoul, Korea
- June 23-25, Fine Food Show, Auckland, New Zealand
- June 30-July 2, China Dairy Expo, China



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Wisconsin Agricultural Export Advisory Council

WEDC Update

Aaron Zitzelsberger, Senior Director, Global Trade & Investment



WEDC FY'25 Global Trade Missions



Global Trade Mission: United Kingdom (Farnborough Air Show)
July 21-26, 2024

Global Trade Mission: Australia
November 8-16, 2024

Global Trade Mission: UAE (Arab Health)
January 24-31, 2025

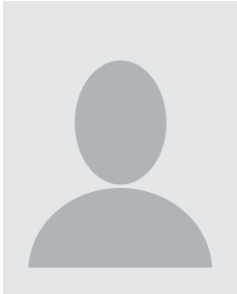
Global Trade Mission: Mexico
February 23-28, 2025

Global Trade Mission: China
March 21-29, 2025

Global Trade Mission: Germany (Hanover Messe)
March 29-April 4, 2025

Global Trade Mission: Canada
April 6-11, 2025

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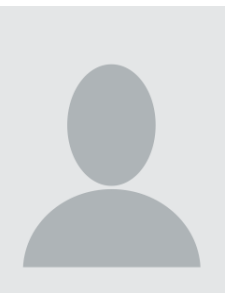
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WAXC Webinar

- June 18, 2025– Date and Topic to be Confirmed

WAXC Council Meeting

- September 17, 2025

UPCOMING DATES



WAXC INFORMATIONAL WEBINAR AGENDA

JANUARY 22, 2025

Discussion: Future WAXC Meetings and Webinar Topics



WAXC INFORMATIONAL WEBINAR AGENDA

JANUARY 22, 2025

Adjourn



Thank you!



International Agribusiness Center

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datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx

January 22, 2025