



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL MINUTES

March 5, 2025

The Wisconsin Agricultural Export Council (WAXC) met in the Board Room at the Wisconsin Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Drive, Madison, WI 53718 and via zoom on March 5, 2025. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Chad Vincent, Keith Heikes, Angela Weber, Brandon Bickham, Jackie Fett, Kevin Lipps, Jeff Schwager, Craig Briess and Mark Rhoda-Reis

Members not present: Charles Wachsmuth, Ryan Wucherer, Larry Krueger, Bob Fitzgerald, Amy Radunz and Kevin Krentz

Others in attendance: Secretary Randy Romanski, Deputy Secretary Aileen Switzer, Micah Oge, Aaron Zitzelsberger, Julie Lassa, Jayne Krull, Kelly Mella, Jennifer Lu, Shirley Acedo, Cassi Miller and Amy Kennedy

Meeting called to order at 9:10 a.m.

1. Welcome by DATCP Secretary Randy Romanski and WEDC Aaron Zitzelsberger
2. Chair Welcome Remarks: Farewell to Mark Rhoda-Reis
3. Roll Call of Council Members: Members present noted above
4. September Meeting Minutes: quorum not met so approval of minutes deferred to next meeting
5. Public Comments: No public comments
6. 2024 Full Year Export Highlights: Review and discussion
7. WAXC Dairy, Meat and Crop Industry Leader Discussion of Export Results: Panel style discussion moderated by Secretary Romanski
8. WIAE FY 2025 YTD December Results - Trade Promotion Activities and Budget
9. Trade Promotion Activity Completed and Preliminary Plans FY25, July to December 2025
10. WEDC Trade Ventures FY25, International Market Access Grant (IMAG) Recruiting: Presented by Aaron Zitzelsberger
11. Tentative dates for future meetings: June 18, 2025 – Informational Webinar & September 17, 2025 – WAXC Meeting
12. Discussion of Future Topics: Previous topic suggestions reviewed by Mark Rhoda-Reis
 - a. Presentation from DOT on an intermodal facility
 - b. Artificial Intelligence used in agriculture for product identification
13. Adjourned at 12:30 p.m.

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