



Growing Wisconsin Food and Agricultural Exports

International Agribusiness Center

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

Wisconsin Agricultural Export Advisory Council Meeting September 18, 2024

WAXC FULL COUNCIL MEETING AGENDA

SEPTEMBER 18, 2024

- Call to Order
- DATCP and WEDC Welcome
- Chair and Vice Chair Welcome
- Roll Call of Council Members
- Approval of March 6, 2024, Meeting Minutes
- Confirmation of WAXC Council Appointments
- Public Comments
- 2024 Year to Date June Export Highlights



WAXC FULL COUNCIL MEETING AGENDA

SEPTEMBER 18, 2024

- Discussion: First six months of 2024 exports; impact from potential Canadian Rail strike on bulk container shipments
- Break
- Results, Activities and Budget
- Trade Activities Completed and Planned July – December, 2024
- WEDC Trade Ventures, IMAG Recruiting
- Upcoming Meeting Dates
- Discussion of Future Topics
- Adjourn



Public Appearances

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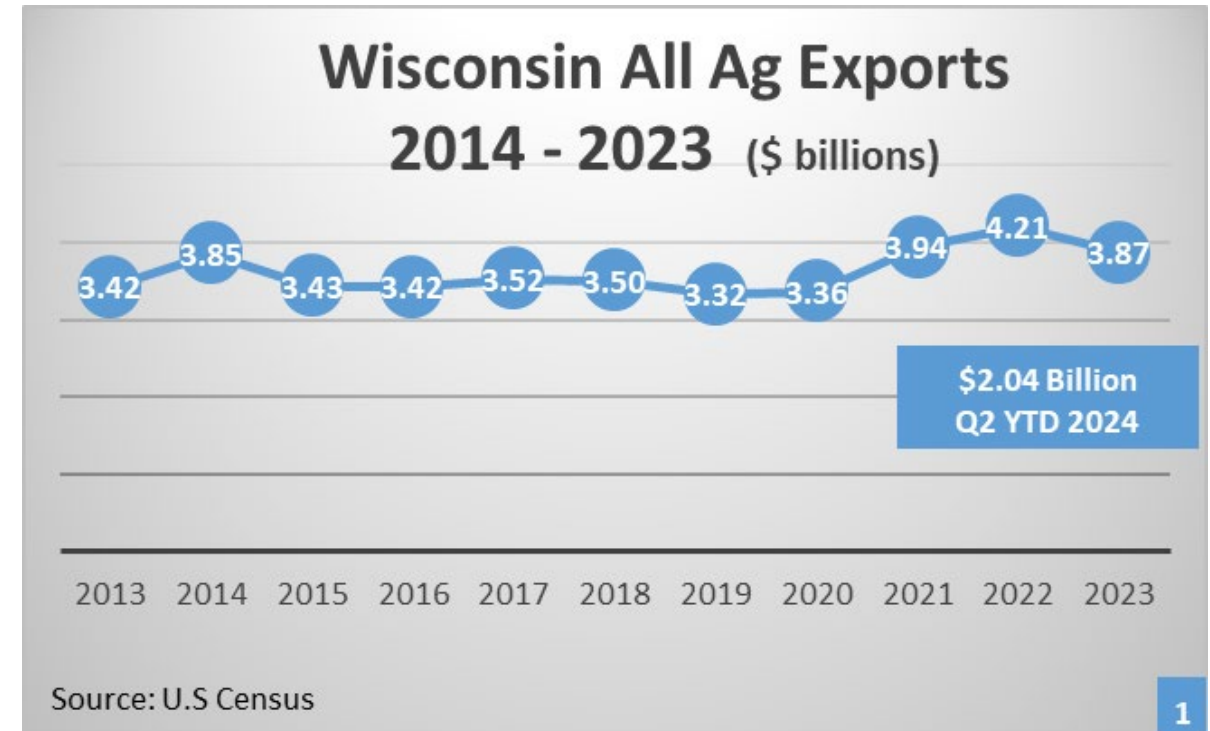


WISCONSIN AGRICULTURAL EXPORTS QUARTER TWO, YEAR-TO-DATE 2024

Quarter Two 2024: \$2.04 Billion
Up 2.03% from 2023

- Top 10 products: 68% of total
- Dairy up 32%
- Prepared vegetables up 16%
- Wood products up 11%
- Meat preparations up 19%

August 2024 USDA export forecast down
2.6%

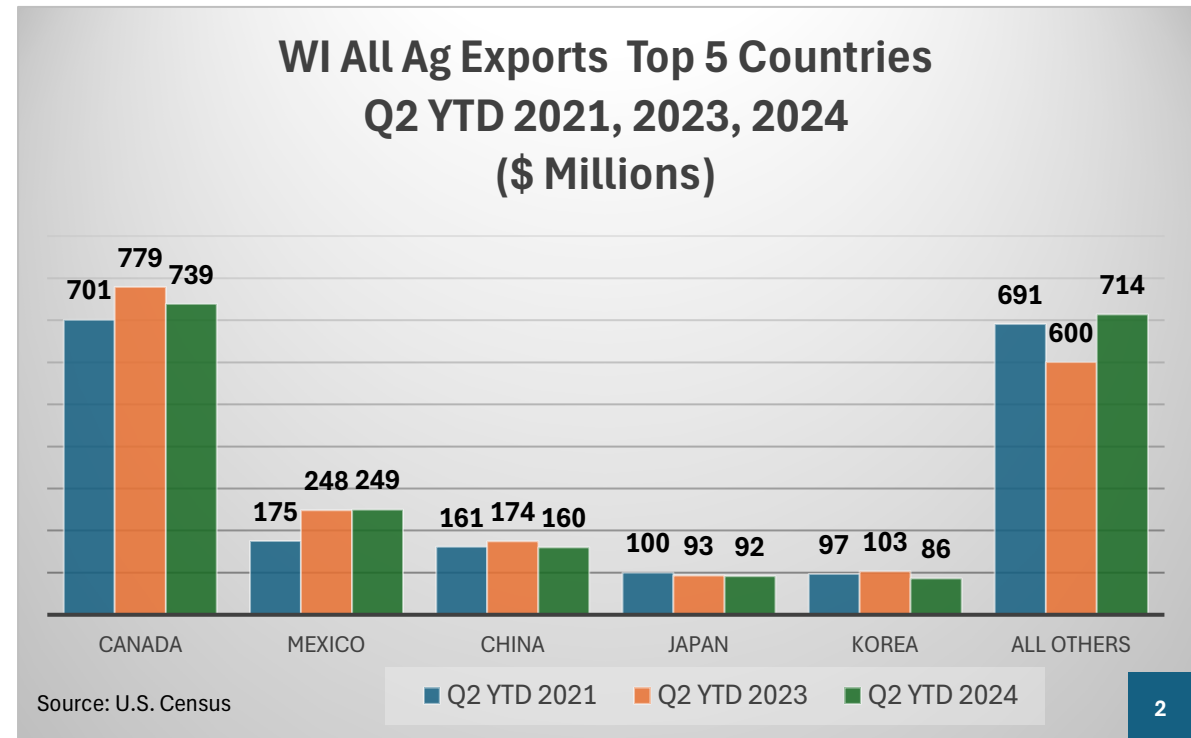


WISCONSIN AGRICULTURAL EXPORTS QUARTER TWO, YEAR-TO-DATE 2024 – COUNTRIES

Third highest year on record

- Top 10 markets: 75% of total
- No. 6 Germany: up 11%
- No. 7 Australia: up 20%
- No. 10 Indonesia: up 41%

Wisconsin is up 2% while the U.S. is down -1%



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

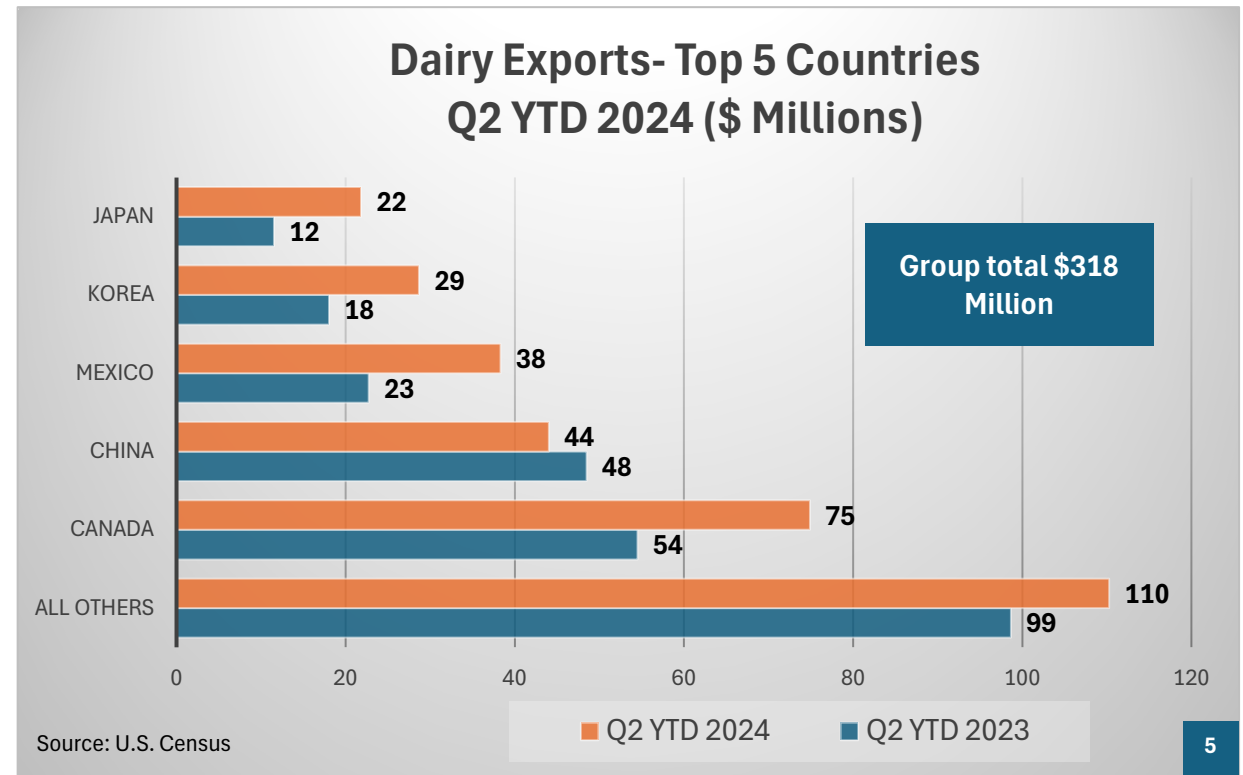
Top 5 countries: 65% of the total

- No. 1 Canada: up 37%
- No. 4 Korea: up 59%
- No. 5 Japan: up 89%

Top 10 countries: 79% of the total

- No. 6 India: up 66%
- No. 7 Australia: up 32%
- No. 8 Bahrain: up 8,333%
- No. 9 Brazil: up 74%
- No. 10 Uruguay: up 81%

Cheese and curd, whey, albumin, milk and cream are up double digits

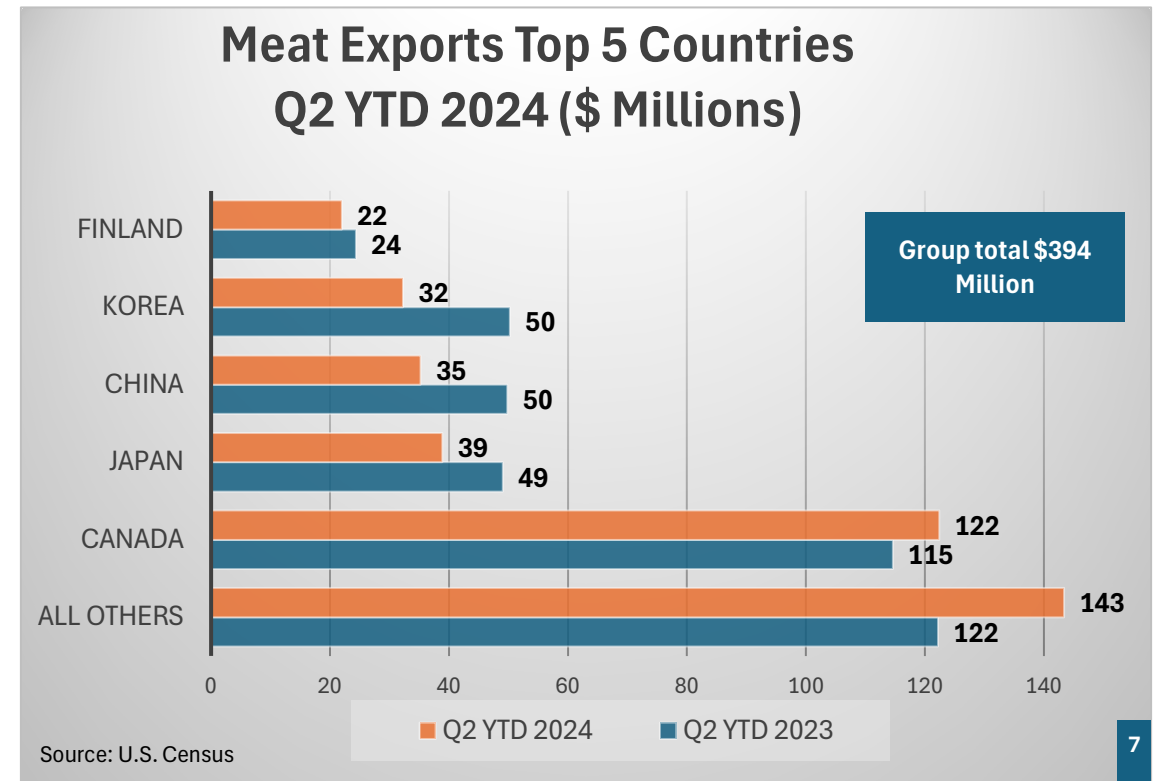


WISCONSIN AGRICULTURAL EXPORTS QUARTER TWO, YEAR-TO-DATE 2024 – MEAT

Top 5 countries: 64% of the total

- No. 1 Canada: up 6%
- No. 7 Taiwan: up 233%
- No. 8 Germany: up 21%
- No. 9 Turkey: up 17%

Meat preparations up 19%, live animals up 54%, raw hides up 4%



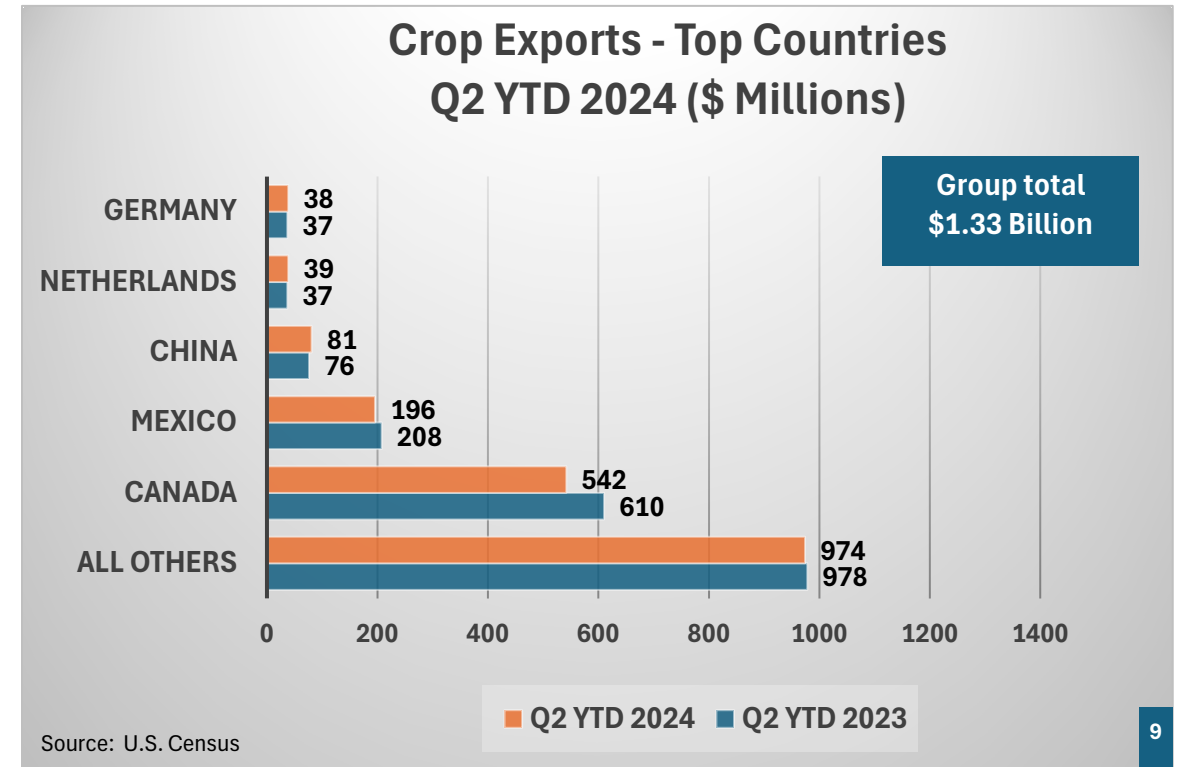
WISCONSIN AGRICULTURAL EXPORTS QUARTER TWO, YEAR-TO-DATE 2024 – CROPS

Top 5 countries are 67% of the total

- No. 3 China: up 6%
- No. 6 Australia: up 21%
- No. 9 UK: up 43%
- No. 10 Indonesia: up 47%

Top 10 products are 81% of the total

- Prepared vegetables up 16%, wood products up 11%
- Fresh vegetables up 50%, milling products up 34%, enzymes up 37%



WAXC FULL COUNCIL MEETING SEPTEMBER 18, 2024

- Discussion – first six months 2024 exports, impact from a potential Canadian Rail strike on bulk container shipments



WAXC FULL COUNCIL MEETING AGENDA SEPTEMBER 18, 2024

- FY24 Results, Trade Promotion Activities and Budget
- Trade Activities Completed and Planned FY2025 July – December, 2024
- WEDC Trade Ventures FY25, IMAG Recruiting
- Dates for Upcoming Meetings
- Discussion of Future Topics
- Adjourn



TRADE PROMOTION ACTIVITIES FY24

44 Activities, 190 Participants

- Connect prospective international buyers (distributors, dealers, agents, representatives, end-user customers, influencers, intermediaries) with Wisconsin exporters
- Trade missions, buyer missions, Wisconsin pavilions at shows, conferences, buyer education, promotional events



TRADE PROMOTION ACTIVITIES FY24

Midwest Buyers Mission - Wisconsin
Thailand Cheese Registration Webinar
Cochran Delegation Bangladesh, Wisconsin
Aroleite, Brazil
International Chef and Food Influencer Tour
USLGE Activity, China
FMC Wood Show, China
Expo Prado, Argentina
Fine Food Show, Australia
Espacio Food Service, Chile
Kazakhstan Livestock Exporters Association
WDE Delegation
Value Added Feed Buyers Mission
Export Workshop at World Dairy Expo
ANUGA, Germany
IDF World Dairy Summit, US
Trade Mission, Korea
NASDA Mission, Kenya

DFW Prospecting, Mexico
USMEF Strategic Planning Conference
VIV Middle East Africa, UAE
USLGE, Softwoods Export Council, Japan
Wisconsin Cheese Promotion, Thailand
USLGE Annual Meeting, Mexico
Fur Trade Promotion, Hong Kong
Gulfood, UAE
USDA Trade Mission, Angola
Food Export Mission, Guatemala & Costa Rica
Food and Hotel Show, Vietnam
International Food Expo, UK
USDA Trade Mission, Korea
AHEC, Guangzhou, China
WEDC Mission, Canada
ANUGA Select, Brazil

USDEC Cheese Marketing Advisory Panel
and Ingredients Advisory Group
Kazakhstan, Kyrgyzstan Mission
USDA Trade Mission, India
Secretary Trade Mission, Chile
USMEF Annual Meeting, US
International Ginseng & Herb Festival,
Vietnam
Carrefour Wood Show, France
Thaifex, Bangkok, Thailand
China Dairy Expo, China
Alimentec, Bogota, Colombia
USDEC-FAS Dairy Fact-Finding Mission,
China



WIAE EXPENDITURES

\$2,843,358

FY22, 23, 24 Total

- \$1,384,201 Trade Promotion Activities
- \$130,643 International Market Access Grant
- \$407,414 Export Expansion Grants (\$1,248,233 awarded)

WIAE Product Group Percentages:

- Dairy 52%, Meat 23%, Crop 25%



TRADE PROMOTION ACTIVITIES JULY - DECEMBER

- USDA Mission, Bogota, Colombia, Aug. 13-15
- DATCP Secretary Mission and Food Promotion, São Paulo, Brazil, Sept. 1-4
- Kenya Food and Beverage Trade Show, Nairobi, Kenya, Sept. 2-4
- USLGE Indonesia Livestock & Genetics Mission, Jakarta, Indonesia, Sept. 15-28
- Japan Dairy Show, Hokkaido, Japan; USDA FAS New Products Showcase, Tokyo Japan, Sept. 15-28



TRADE PROMOTION ACTIVITIES JULY - DECEMBER

- Food and Beverage Americas – A Taste of the States, Miami, Florida, Sept. 16-18
- World Dairy Expo, Madison, Wisconsin, Oct. 1-4:
 - ▣ Food Export Value Added Feed Buyer Mission
 - ▣ Exporters Workshop
 - ▣ International Producer Symposium
 - ▣ Inbound Buyer Missions – Indonesia and Central Asia
 - ▣ Global Dairy Summit



TRADE PROMOTION ACTIVITIES JULY - DECEMBER

- International Dairy Federation World Dairy Summit, Paris, France, Oct. 15-18
- SIAL Paris Food Show, Paris, France, Oct. 19-24
- Livestock, Genetics and Feed Mission, Nairobi, Kenya, Nov. 18-22
- WEDC Mission to Australia, Sydney and Melbourne, Australia, Nov. 18 -22
- USDA Agricultural Trade Mission , Casablanca, Morocco, Dec. 2-10



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Wisconsin Agricultural Export Advisory Council

WEDC Update

Aaron Zitzelsberger, Senior Director, Global Trade & Investment



WEDC/DATCP Wisconsin Initiative for Agriculture Exports FY'25 Update

➤ WIAE International Market Access Grants

- Through the IMAG, Wisconsin companies can be reimbursed for specific short-term expenses associated with a targeted export project that will help to grow their presence in their identified international market(s).
- WEDC continues to work closely with DATCP to engage Wisconsin agriculture companies to utilize these grant dollars for projects focused on accelerating their export strategy.
- WEDC's current IMAG grant window will close October 31st.

➤ Grant Description

- Up to \$30,000 can be awarded and the company must provide 30% match
- Can be used for export education, trade shows/missions, marketing & promotion, consulting services and product design for export
- Requires 35% of the value of the product or service is composed of Wisconsin cost inputs

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

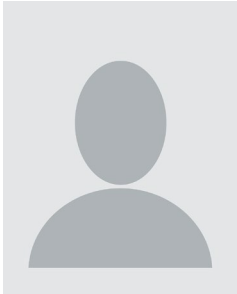
Global Trade Mission: Mexico
February 23-28, 2025

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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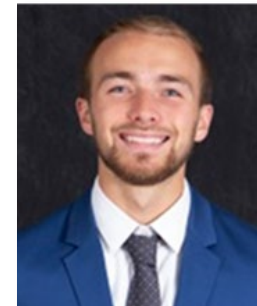
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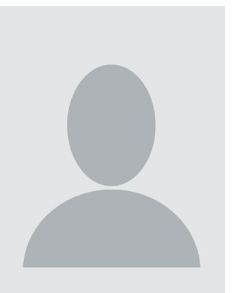
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WAXC Webinars

- November 13, 2024– Topic To Be Confirmed

WAXC Council Meeting

- March 5, 2024

UPCOMING
DATES



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Discussion: Future WAXC Meetings and Webinar Topics



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

Adjourn



Thank you!



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

September 18, 2024