



State of Wisconsin  
Governor Tony Evers

**Department of Agriculture, Trade and Consumer Protection**  
Secretary Randy Romanski

## **WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL MINUTES**

**March 6, 2024**

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 September 23, 2022. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Chad Vincent, Brandon Bickham, Charles Wachsumth, Jackie Fett, Craig Briess, Larry Krueger, Kevin Krentz, Ryan Wucherer, Mark Rhoda-Reis

Members not present: Brian Cummins, Keith Heikes, Kevin Lipps, Amy Radunz, Bob Fitzgerald

Meeting called to order at 9:12 a.m.

1. DATCP Welcome by Secretary Randy Romanski
2. Approval of March 6, 2024 Minutes. Kevin Krentz motioned to approve. Charles Wachsmuth seconded. Motion passed.
3. Chair Welcome Remarks: Importance of in-person participation
4. Roll Call of Council Members: Members present noted, quorum confirmed
5. Public Comments: no public comments
6. 2023 Full Year Export Highlights
7. WAXC Dairy, Meat and Crop Industry Leader Discussion of Export Results. Ryan Wucherer, Larry Krueger spoke about export results and 2024 expectations, panel style discussion moderated by Secretary Romanski.
8. Intermodal Facility Opportunity presented by Larry Krueger
9. Export Expansion Grant Project Presentation: Tom Guerin CDR cheese recipe and product development for Asian markets.
10. Recent Trade Promotion Activity Highlights October to February – VIV Middle East-Africa, Mexico Trade Mission with WEDC, Thailand Cheese Promotion:

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11. Trade Promotion Activity Plans FY 2024 March – June, and FY 2025 July – December Preliminary Plans:
12. WEDC Trade Ventures and International Market Access Grant (IMAG): Katy Sinnott
13. Dates for Upcoming WAXC Webinars and WAXC Council Meetings:
  - a. July 10, 2024 – Informational Webinar
  - b. September 18, 2024 – WAXC Council Meeting
14. Discussion of Future Topics:
  - a. USDA Resources for Export development including credit finance GSM 102
  - b. Presentation from DOT on an intermodal facility
  - c. Artificial intelligence use in agriculture for improving competitiveness of pricing and certification of origin for products like lumber, timber, livestock, ginseng, etc.
15. Adjourn: Larry Krueger - motion to adjourn, Jacke Fett - second