



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL (WAXC)

Informational Webinar Agenda

June 18, 2025

9:00 a.m. – 10:30 a.m.

Virtual Only via ZoomGov

The Wisconsin Agricultural Export Council (WAXC) via zoom on June 18, 2025. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Keith Heikes, Grant Holley, Kevin Krentz, Kevin Lipps, Rep. Brienne Brown, Aaron Zitzelsberger and Cassi Miller

Members not present: Brandon Bickham, Craig Briess, Jackie Fett, Bob Fitzgerald, Larry Krueger, Amy Radunz and Jeff Schwager, Charles Wachsmuth, Angela Weber, Ryan Wucherer and Chad Vincent

Others in attendance: Secretary Randy Romanski, Deputy Secretary Aileen Switzer, Assistant Deputy Secretary Mike Strigel, Laura England, Naomi Gonzalez, Claire Esselman, Jayne Krull, Julie Lassa, Kelly Mella, Noreen Mucha, Danica Nilsestuen, Emily O'Brien, Aaron O'Neil, Sam Otteson, Tayler Palkowski, Beau Stafford (representative for Sen. Jeff Smith), Brendan Wilson

Call Meeting to Order at 9:02 a.m. by Keith Heikes, WAXC Vice Chair

1. Welcome by Secretary Romanski (DATCP) and Aaron Zitzelsberger (WEDC)
2. Roll Call of Members: Members present noted above
3. WAXC Council Appointments (July 1, 2025 to June 30, 2028):
 - a. Reappointments: Brandon Bickham, The DeLong Co., Inc.; Kevin Krentz, Wisconsin Farm Bureau Federation; Dr. Amy Radunz, Purina Mills and Chad Vincent, Dairy Farmers of Wisconsin
 - b. Newly appointed and taking over the remaining term of the open crop seat (June 1, 2025 to June 30, 2028): Dr. Grant Holley, Wisconsin Cranberry Growers Association
 - c. New legislator: Rep. Brienne Brown
4. Food Export: Your Connection to Growth presented by Brendan Wilson, Food Export
5. DATCP Trade Mission to Southeast Asia presented by Secretary Romanski and Jacob Leum: Review and discussion
6. Export Highlights YTD Q1 2025 presented by Jacob Leum: Review and discussion

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7. DATCP & WEDC Recent Trade Promotion Highlights & Planned Activities presented by Jayne Krull, Cassi Miller, Jacob Leum and Aaron Zitzelsberger: Review and discussion
 - a. Resources shared in the meeting chat:
 - i. [DATCP Home International Agribusiness Center Calendar](#)
 - ii. [DATCP Home International Agribusiness Center Trade Promotion Recaps and Success Stories \(2014-2025\)](#)
 - iii. [International Market Access Grant Program | WEDC](#)
 - iv. [Wisconsin Governor's Export Awards | WEDC](#)
8. Adjourned at 10:38 a.m.

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