



# Wisconsin Agricultural Export Advisory Council

International Agribusiness Center | Division of Agricultural Development

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

January 21, 2026

# WAXC WEBINAR AGENDA

## JANUARY 21, 2026

- Call Meeting to Order
- DATCP and WEDC Welcome
- Chair Welcome
- Export Highlights YTD Q3 2025
- Guest Speaker: *Export Growth in a Tariff-Driven World: Managing Risk Without Losing Momentum* presented by Roxanne Baumann, Global Business Strategist, Baumann Global, LLC
- DATCP FY26 Planned Activities
- WEDC Trade Ventures and IMAG
- Adjourn



# EXPORT HIGHLIGHTS 2025 QUARTER 3, YEAR-TO-DATE

IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR

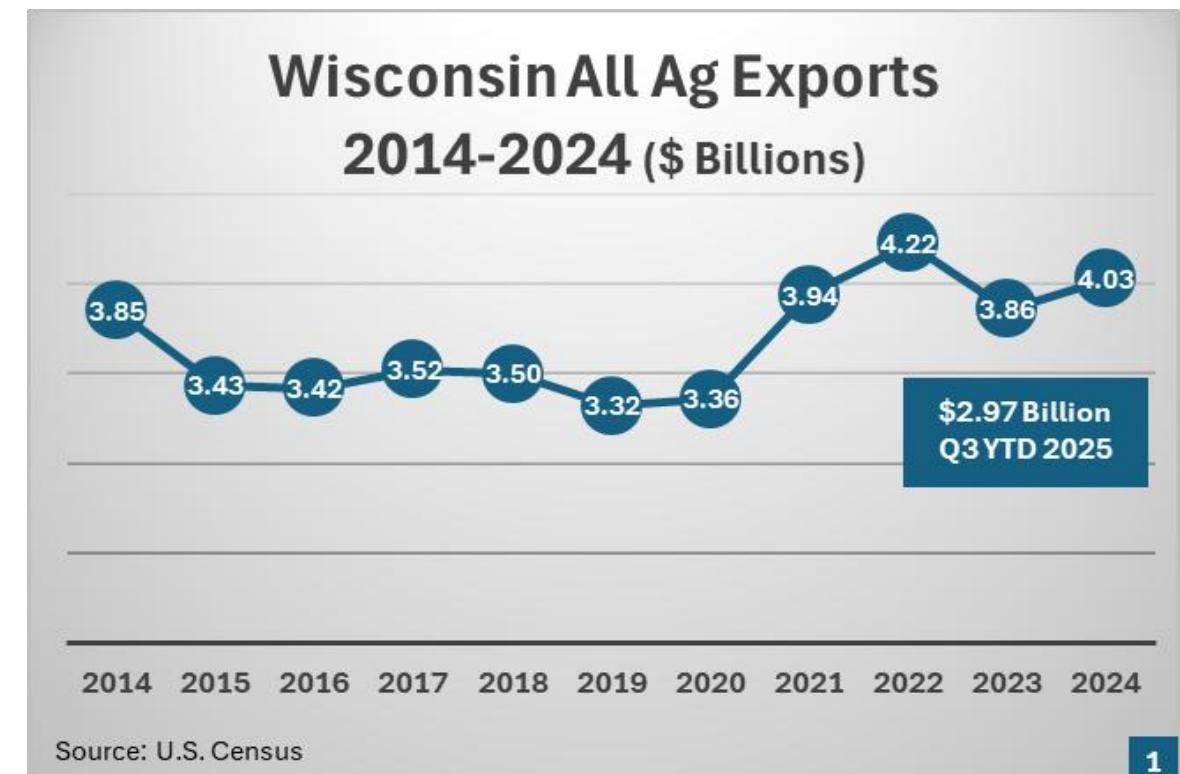


# WISCONSIN AGRICULTURAL EXPORTS

## 2025 QUARTER 3

All Wisconsin food, forestry, and agriculture exports down 2.48% year-to-date

1. Sauces, Yeasts – up 11%
2. Dairy – up 9%
3. Vegetables, Fruits – down 3%
4. Beverages & Spirits – up 13%
5. Wood – down 24% (tariff impact: China, & Canada)
6. Aromatics – up 3%
7. Meat Preparations – down 6%
8. Albumins – up 25%
9. Prepared Animal Feed & DDGS – up 5%



# WISCONSIN AGRICULTURAL EXPORTS

## 2025 QUARTER 3 – COUNTRIES

Wisconsin ag exports reached \$2.97 billion in the first three quarters of 2025 – the third highest half on record

1. Canada – down 7% (ethanol, food prep)
2. Mexico – up 11% (corn, wheat, dairy)
3. China – down 27% (dairy, wood, food prep)
4. Korea – flat (dairy, food prep, meat cuts)
5. Japan – down 2.5% (meat cuts, albumins, meat sausage)
6. Germany – up 12% (aromatics, peptones, enzymes,)
7. Australia – down 2% (dairy, food prep, cranberries, albumins)
8. Netherlands – flat (cranberries, food prep, bovine genetics)
9. Ireland – up 98% (enzymes, DDGS)
10. United Kingdom – up 13% (bovine semen, DDGS, wood)



Beyond the top 10: Vietnam up 21%, India up 74%, Thailand up 16%, Indonesia down 44%, Sweden up 34%

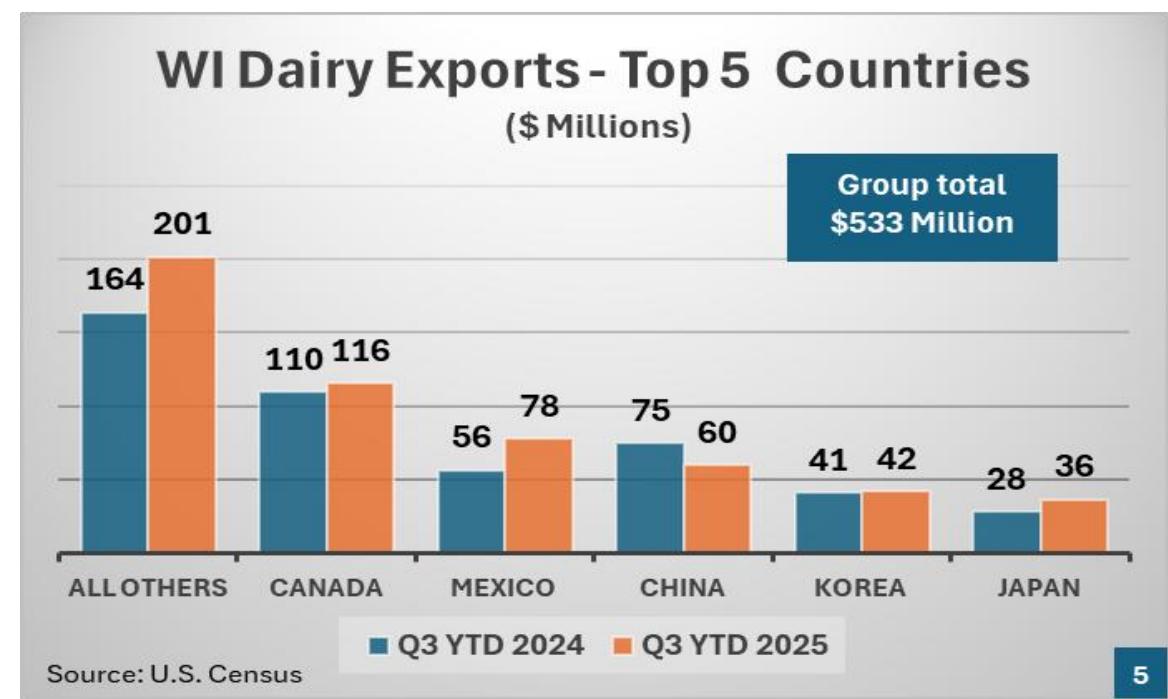


# WISCONSIN AGRICULTURAL EXPORTS

## 2025 QUARTER 3 – DAIRY

### Top 10 Countries: 77% of total

1. Canada – up 5% (cheese and curd, milk albumins, whey)
2. Mexico – up 38% (cheese and curd, whey)
3. China – down 20% (whey, milk albumins)
4. Korea – up 3% (cheese and curd, whey, milk albumins)
5. Japan – up 29% (milk albumins, lactose, whey)
6. Australia – up 62% (cheese and curd, milk albumins)
7. India – up 99% (lactose, milk albumins)
8. Netherlands – up 67% (lactose, milk albumins)
9. Vietnam – up 74% (lactose, milk and cream, whey)
10. Thailand – up 95% (whey, milk albumins, lactose, cheese and curd)



### Key Dairy trade promotion activities YTD:

VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound EU Cheese, NRA Chicago, China Dairy Expo, Anuga India, Fine Food Australia, Americas F&B Miami – LATAM

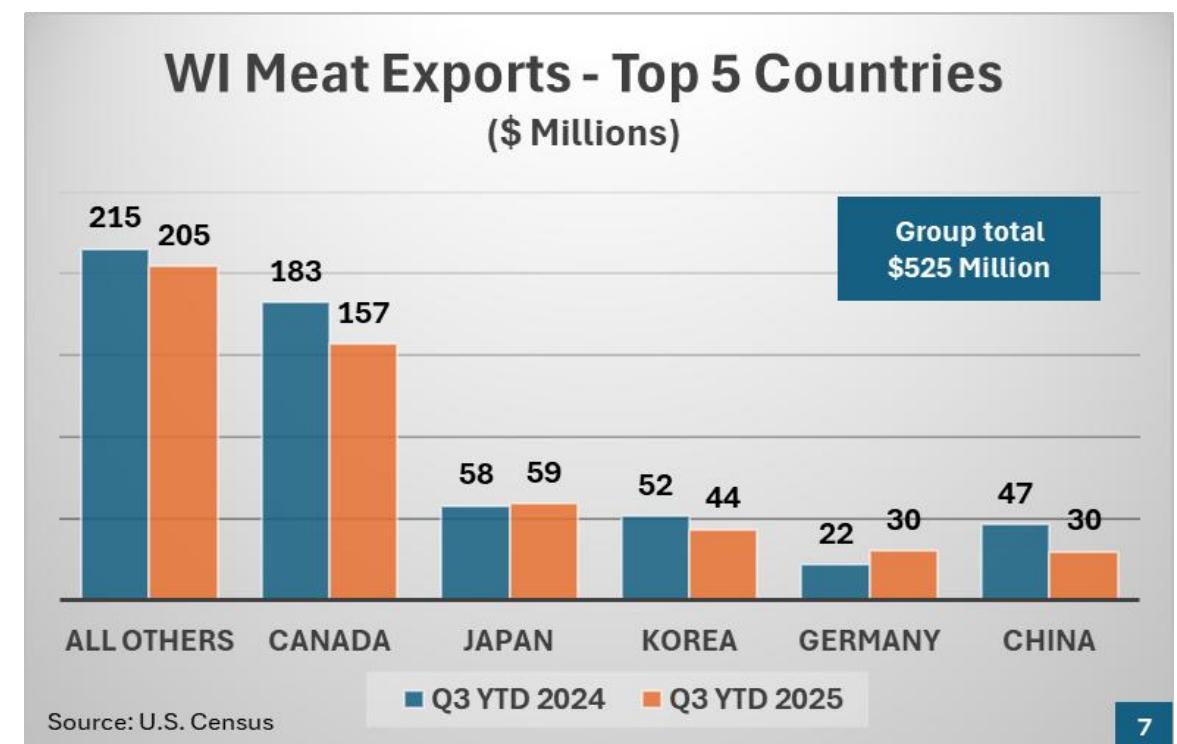


# WISCONSIN AGRICULTURAL EXPORTS

## 2025 QUARTER 3 – MEAT

### Top 10 Countries: 81% of total

1. Canada – down 14% (sausage, peptones, meat cuts, cattle)
2. Japan – up 2% (meat cuts, sausage, bovine semen)
3. Korea – down 15% (meat cuts, sausage, raw hides)
4. Germany – up 39% (peptones, bovine genetics)
5. China – down 36% (meat cuts; raw hides,)
6. Mexico – up 30% (bovine genetics, sausage)
7. Finland – down 13% (mink)
8. United Kingdom – up 32% (bovine semen)
9. Taiwan – down 31% (meat cuts, peptones, bovine semen)
10. Brazil – up 40% (bovine semen, peptones, cattle)



**Key meat trade promotion activities YTD:**  
IDW Australia, VIV Thailand, Hong Kong Fur, Inbound German Farmers, NRA Chicago, China Dairy Expo, Agroleite Brazil

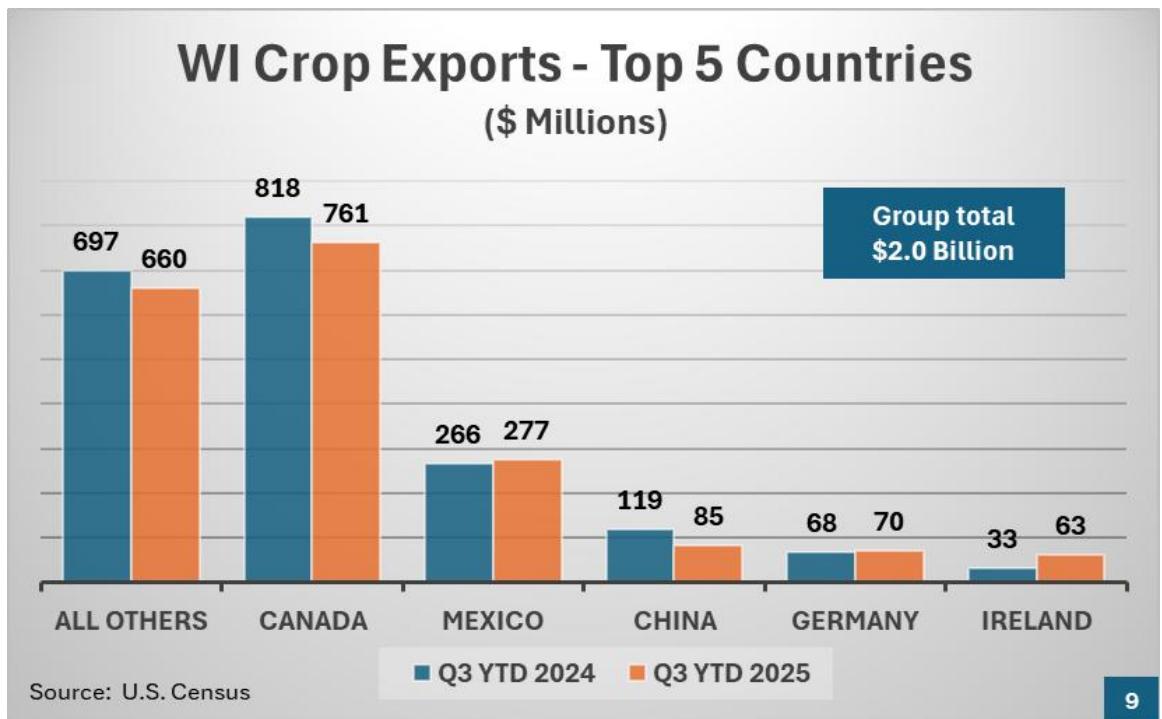


# WISCONSIN AGRICULTURAL EXPORTS

## 2025 QUARTER 3 – CROPS

### Top 10 Countries: 76% of total

1. Canada – down 7% (ethanol, pickles, potatoes, cranberry)
2. Mexico – up 4% (corn, wheat, malt, cranberries)
3. China – down 28% (wood, ginseng, genetics dropping)
4. Germany – up 4% (aromatics, flavorings, sauces, cranberry)
5. Ireland – up 94% (enzymes, DDGs)
6. Korea – up 17% (food preparations, cranberries)
7. Netherlands – down 12% (cranberries, sauces)
8. United Kingdom – up 7% (DDGs, wood, cranberry)
9. Australia – down 24% (cranberries, food prep)
10. Japan – down 27% (sweet corn, aromatics, wood)



### Key crop trade promotion activities YTD:

VIV Thailand, Gulfood Dubai, IFE London, Anuga Brazil, FHA Singapore, Inbound German Farmers, Tutto Italy, U.S. Ginseng Summit, NRA Chicago, Interzum Germany, China Dairy Expo, Anuga India, VICTAM LATAM Brazil



# EXPORT GROWTH IN A TARIFF-DRIVEN WORLD: MANAGING RISK WITHOUT LOSING MOMENTUM



**Presentation Description:** As tariffs and geopolitical uncertainty increase, many CEOs are questioning whether international expansion is still worth the risk. This session outlines why global revenue growth remains essential, how to mitigate tariff exposure in the short term, and what strategic shifts are required if trade barriers persist. You will gain a practical framework for balancing risk, resilience, and opportunity—drawing on best practices from Wisconsin exporters navigating today's realities.

**Biography:** Roxanne Baumann is a nationally recognized global business strategist who advises CEOs and boards on international growth, trade risk, and export strategy. With more than 30 years of senior-level global sales leadership—including leadership roles at Harley-Davidson Motor Company—she brings a practical, results-driven perspective to navigating tariffs and market uncertainty. She is the architect of Wisconsin's ExporTech™ program, where participating manufacturers generated an average of \$1 million in new export revenue within their first year. Roxanne helps companies move beyond reactive decisions to build resilient, intentional global growth strategies.





# Export Growth In a Tariff-Driven World

Managing Risk Without Losing Momentum

Wisconsin Agricultural Export Council Meeting

January 21, 2026

Roxanne Baumann, Global Business Strategist, Baumann Global, LLC

# Why Bother to Export?



- 85% of the World's Purchasing Power is outside the United States
- 80% of Global Economic Growth is outside the United States
- **95% of the World's Consumers live outside the United States**
- 197+ Countries on Globe – What are your top 10?



Baumann Global  
Growth Expansion Strategy

# Short Term: What Can You Do?

- **Absorb the Cost** (short term)
  - Retain customers and market share
  - But hits your margins, and unsustainable long term
- **Share the Cost**
  - Negotiate 50-50 split with your buyers, but you may need to disclose your margins
- **Raise your Prices**
  - Add Value. Consider product bundling; to justify.
- **Shift to FOB or EXW**; transferring tariff risk to buyer.
- **Proactively communicate to your customers**
  - Clearly, factually, as early as possible. Present as a “shared challenge”.
  - Offer added value, trade financing, extended terms.



# What If It's the New Normal?

- **Diversify Markets** – reduce dependency on high tariff markets
  - Know your top 10 best markets, be agile, adaptive, and pivot.
- **Produce In Market**
  - Contract assembly or manufacturing in the target market
  - Joint Ventures, License the brand
- **Bring unique value and differentiators**
  - Focus on products that justify higher landed costs
  - Being the lowest-cost producer won't survive. Local competition
  - Strong brands can better pass on the increased costs
  - Premium, differentiated products more resilient
- **Proactively communicate to your customers**



Baumann Global  
Growth Expansion Strategy

# Today: Tariffs and Exports



- **Growth needs & unused capacity point to cautious export expansion**
  - Balance policy instability with strategic export targets
  - Export growth tightly ROI-justified by sector/target market
- **Early 2025 momentum, by Oct; up 6.3% YTD vs 2024. Ag showed resilience despite headwinds.**
- **Invest in sales/marketing vs Capex**
- **Double down on partner relationships**

# Today - What are CEO's Doing? Risk Mitigation Strategies

## Market Diversification

**“Know your top 10 markets; Shift to regions less affected by tariffs.”**

## Customer Partnerships / Relationships

**“Work with distributors to share tariff burdens where possible”**

## Supply Chain Flexibility

**“Continuously evaluate sourcing and assembly options to minimize risk”**

## Multiple Scenario Exposure Planning

**“Build pricing models, landed costs, that factor in potential tariff swings”**

**“Pre-decisions matter – have weekly radar review”**

**“Don’t be reactive/accidental, learn best practices”**



Baumann Global  
Growth Expansion Strategy

# Potential Retaliations

Country	Risk Level	Potential Retaliation Focus	Potential US Products Targeted
China	High	Agriculture, Energy, Autos	Soybeans, Natural Gas, Machinery
European Union	High	Industrial & Consumer	Steel, Aluminum, Consumer durables
Canada	Med-High	Industrial & Consumer	Autos & parts, Steel/Aluminum, Bourbon, Food, Appliances, Apparel
Mexico	Med	Ag & Industrial	Pork, Cheese, Apples, Steel items
Brazil	Med	Energy, Ag	Ethanol, Metals
UK	Med-Low	Industrial	Steel, Aluminum
Japan	Low	Expect Negotiation	Minimal
South Korea	Low-Med	Industrial	Steel, Electronics
Taiwan	Low	Regulatory	Food-Sanitary/Phytosanitary rules/Market Access

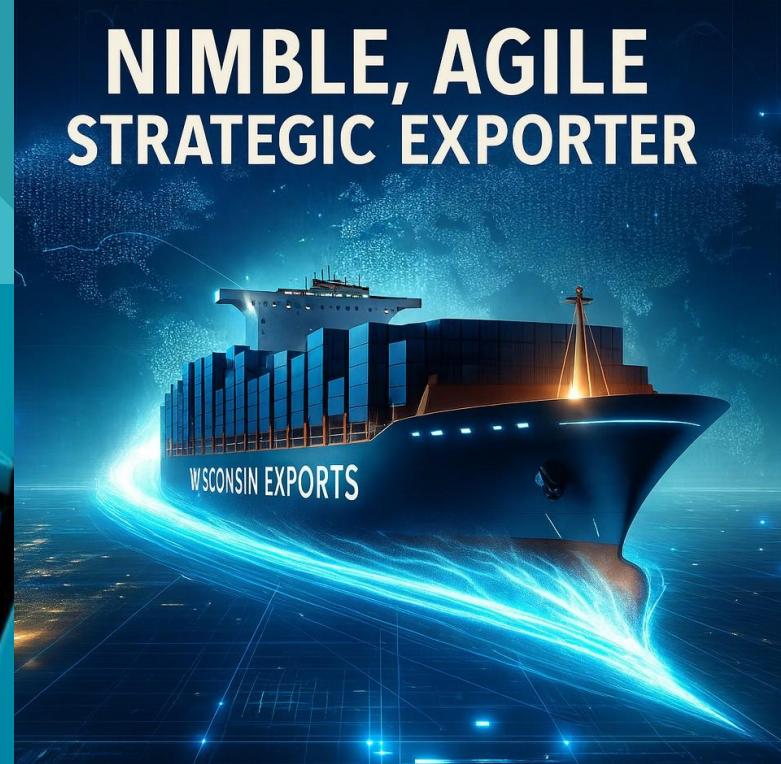
US Dept Commerce searchable database:  
<https://www.trade.gov/data-visualization/foreign-retaliations-database>

Country / Region	Status of Retaliatory Tariffs on US Exports	Key Details
European Union (EU)	Partially active / reduced tariffs	Select retaliatory tariffs on U.S. agricultural products (e.g., soybeans, poultry, rice, juices) are being implemented in phases; scope and timing remain subject to negotiation and escalation triggers.
United Kingdom (UK)	Suspended / paused	All UK retaliatory tariffs affecting U.S. agricultural products are currently suspended under bilateral arrangements.
China	Partially active / reduced tariffs	Broad retaliatory tariffs on major U.S. agricultural exports (e.g., soybeans, pork, corn, cotton) remain in place at reduced rates but continue to materially impact trade.
Canada	Partially active / reduced tariffs	Many agriculture-related retaliatory tariffs have been suspended (notably for USMCA-compliant goods); limited exposure may remain for specific products.
India	None or negligible in effect	Prior retaliatory tariffs on U.S. agricultural products have largely been removed following bilateral resolution; minimal current impact.
Russia	Unclear / limited evidence	Retaliatory measures have historically focused on metals and industrial goods; no clear, current evidence of agriculture-specific retaliation.



# Wisconsin Remains Resilient

**NIMBLE, AGILE  
STRATEGIC EXPORTER**



- Export potential is the “release valve” for open capacity
- Next 12 months favor nimble, strategic firms that:
  - Quickly pivot, diversify beyond tariff-risk.
  - Keep exports tightly tied to ROI-justified sectors/markets
  - Re-activate export sales channel partnerships
  - Invest on customer-facing global strategies



**Baumann Global**  
Growth Expansion Strategy

# Best Practices = Export Revenue \$\$

**“Most companies don’t struggle internationally because their product isn’t competitive.**

**They struggle because exporting often begins reactively — without a strategy.”**

**“Early success creates confidence.  
But without structure, that confidence eventually meets complexity.**

**Welcome to “The Dunning-Krueger Effect”**



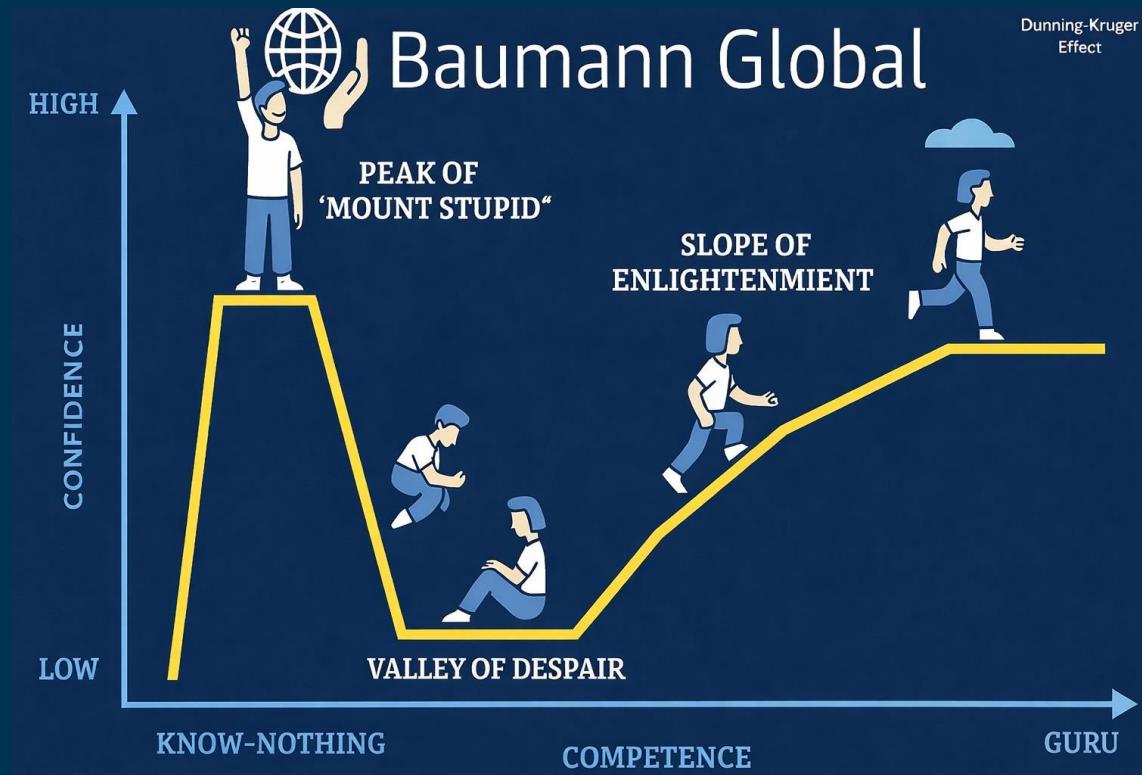
# Dunning-Krueger Effect?

- Identified in 1999 at Cornell University by psychologists: David Dunning & Austin Kruger.
- Natural Learning Cognitive Bias – People with limited knowledge or experience in a subject tend to overestimate their competence.
  - People with lowest skills overrated their performance
  - High-performers more likely to underestimate themselves.

**“When you don’t know much,  
you often don’t realize how much there is to know.”**

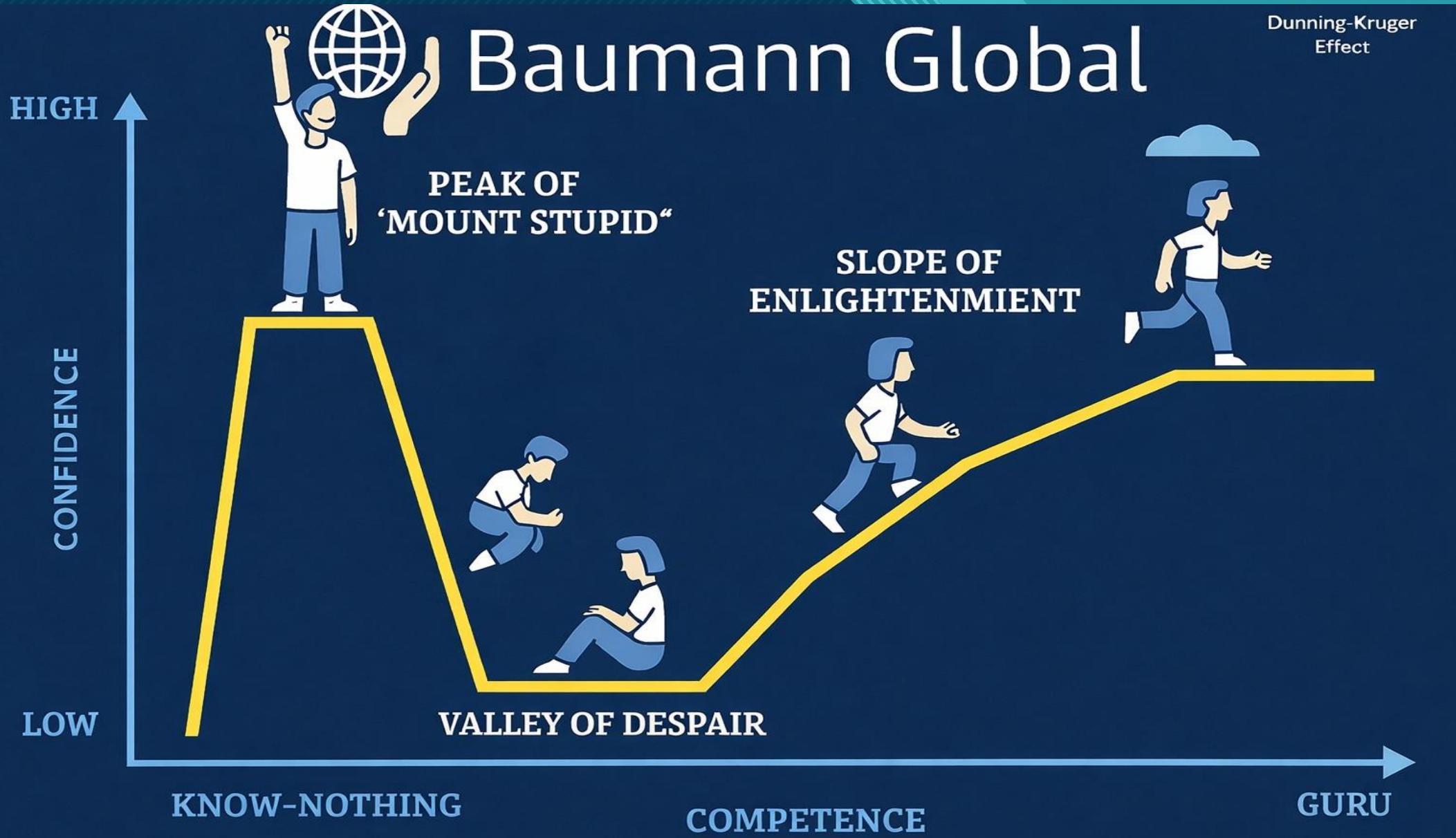
# The Dunning-Kruger Effect in Exporting

*Why “Accidental Exporting” stalls growth - and Strategic Exporters Win.*

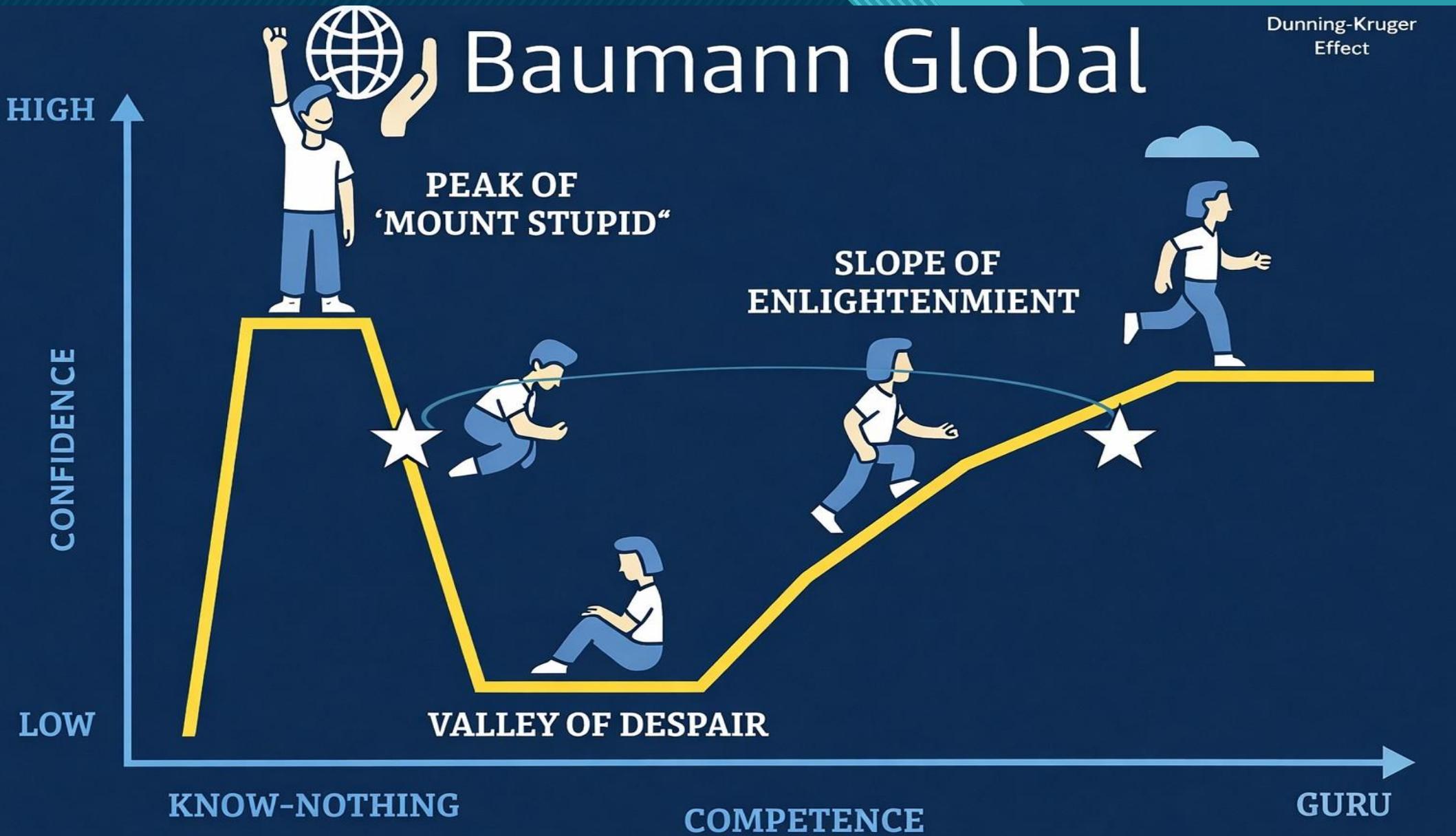


**“We didn’t know...  
what we didn’t know.”**

.....The most common phrase I hear from  
exporters.



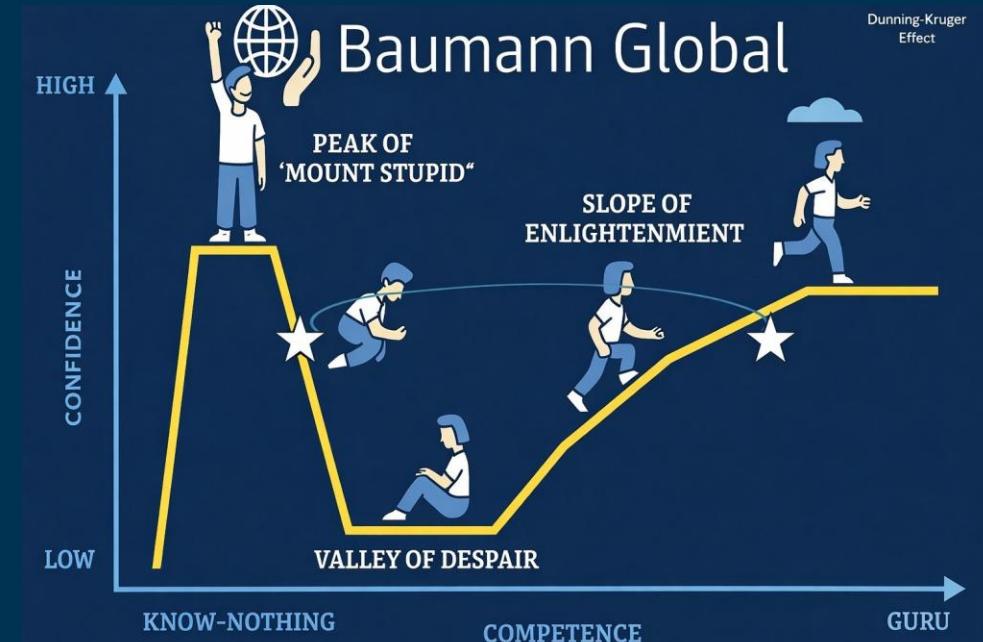
Dunning-Kruger  
Effect



# Know-Nothing Phase

***“We got an inquiry from overseas....”***

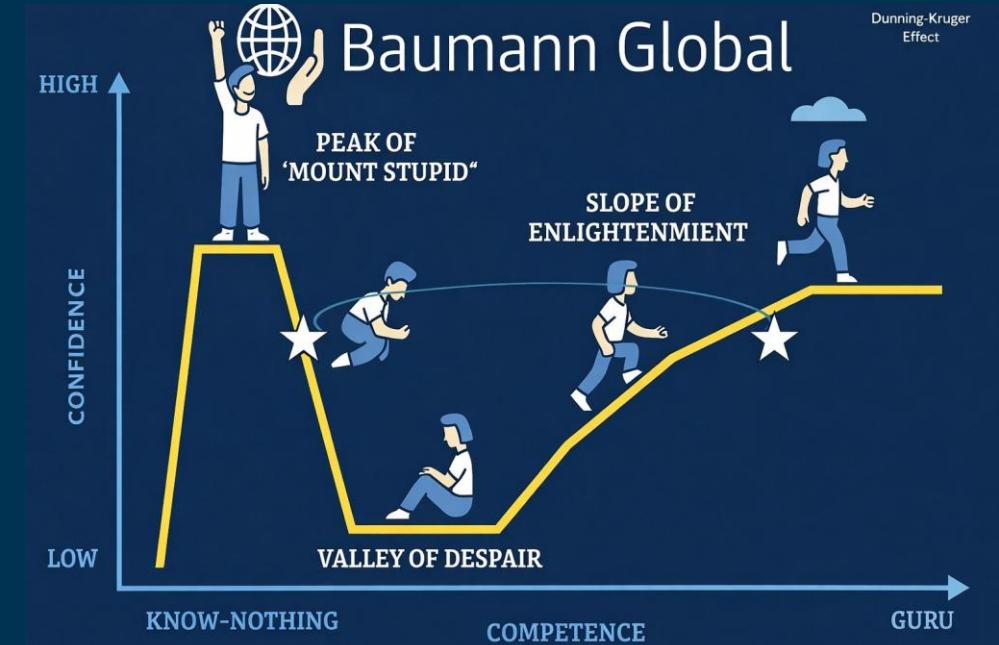
- Don't question why we got this order, don't investigate.
- Reactive order fulfillment
- No export strategy or market prioritization
- Minimal understanding of compliance, Incoterms, landed cost
- Overconfidence, driven by early wins



***“Exporting isn't that hard .....”***

# Peak of “Mount Stupid” *“Accidental Exporter”*

- Chasing inbound opportunities
- No distributor strategy or partner vetting
- Pricing inconsistencies
- Compliance gaps begin to surface
- Tariffs, logistics, and foreign exchange surprises
- Getting paid is either cash in advance or no sale.

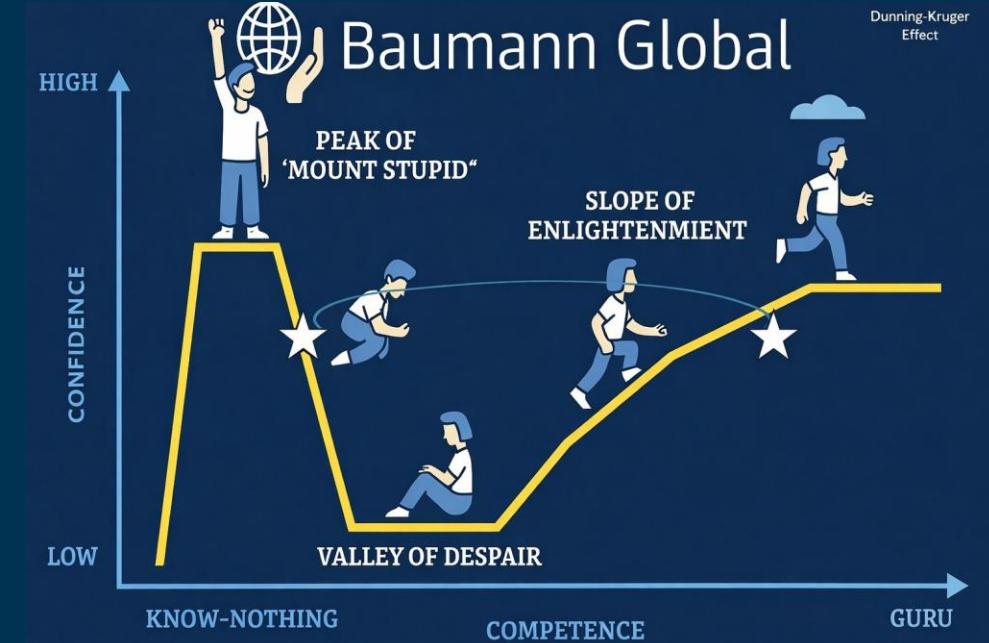


***“We’ve been exporting for years....we’re fine.***

# Reality Check Moment

## *“Star on the downward slope”*

- Lost deals and wasted time
- Margin erosion
- Distributor conflict
- Regulatory or customs issues
- Missed quotes, or disqualified bids
- Need to offer terms to gain market.
- Competitors gaining ground

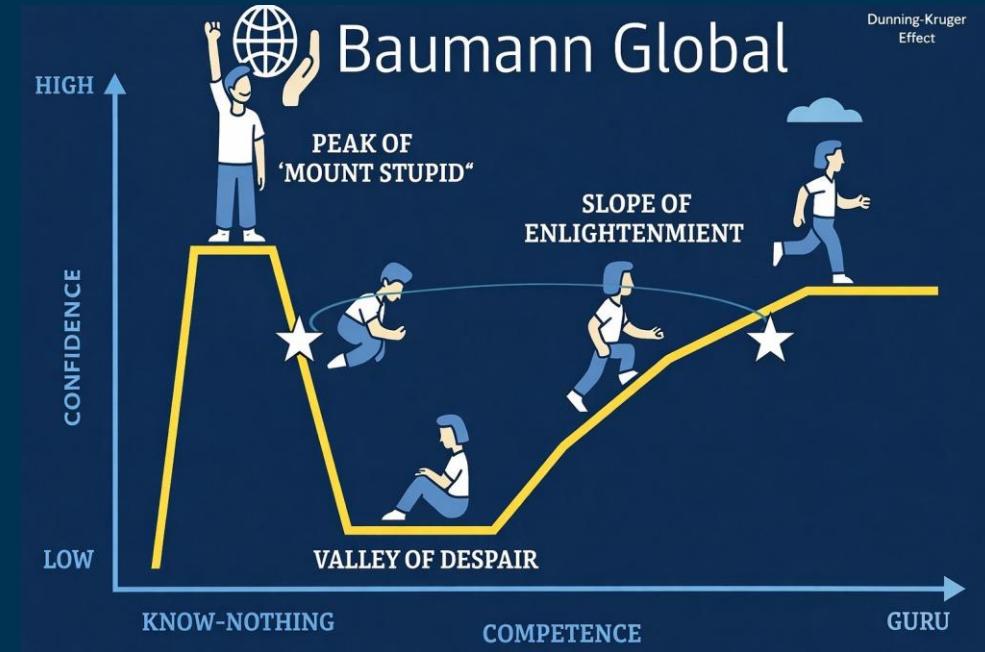


***“We didn’t know what we didn’t know.***

# Valley of Despair

## Export Awareness Sets In

- Realization that exporting is complex
- Confusion around regulations, partners, pricing, logistics, banking
- Internal frustration
- Growth stalls or retreats.

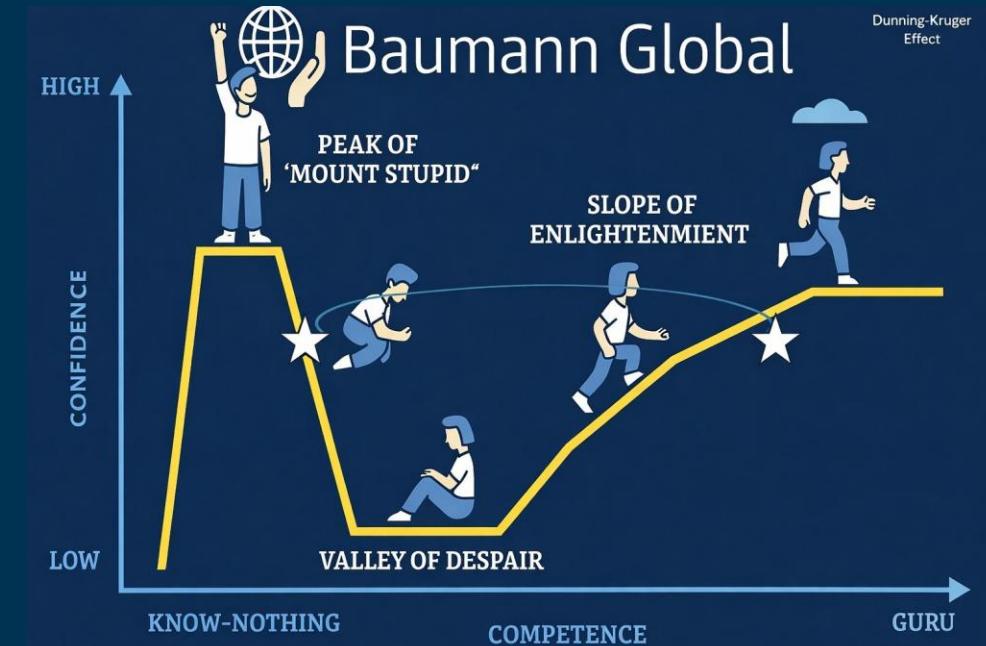


***This is where many companies STOP EXPORTING ... or stay stuck.***

# Slope of Enlightenment

## *Intentional Exporter*

- Market prioritization
- Defined go-to-market strategy
- Sales channel partner selection & onboarding
- Pricing discipline and landed-cost clarity
- Compliance embedded into processes
- Processes defined, internal globalization begins.

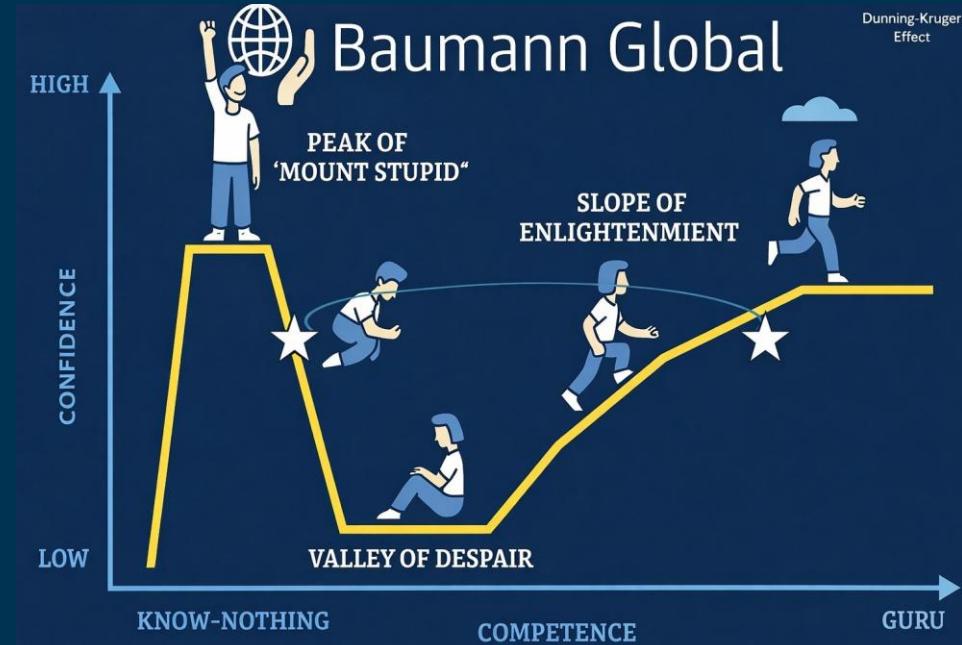


***Exporting is a SYSTEM...not a transaction.***

# Strategic Inflection Point

## *Star on upward slope*

- Shift from reactive to proactive.
- Decisions based on data, not urgency
- Develop best practices playbook
- Leadership alignment around export growth



# Guru / Sustainable Exporter

## *Strategic Intentional Exporter*

- Predictable global revenue
- Scalable partner networks
- Risk-managed compliance
- Get paid and offer terms
- Resilient to tariffs, disruptions, and policy shifts
- Exporting is part of corporate strategy ...not a side activity



*Don't be a reactive or accidental exporter.  
 Learn best practices. Build a system.  
 Export with Intention. Make\$\$\$\$*

In conclusion.....

**Reactive exporters survive**

**Strategic exporters scale**

**Sustainable global growth is never accidental.**

**Question.....**

**Are you going to bet your business on the 5% of available consumers that are in the US?**

**OR....GO EXPORTS!! 95% consumers need your products!**

# Thank you



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# UPCOMING TRADE PROMOTION ACTIVITIES

IRA FRYDMAN, EXPORT AND BUSINESS DEVELOPMENT BUREAU DIRECTOR



# TRADE PROMOTION ACTIVITIES: JANUARY–JUNE 2026

*TENTATIVE & SUBJECT TO CHANGE*

## January 2026

29-30      Wisconsin Corn-Soy Expo, Wisconsin Dells  
26-30      Gulfood, UAE, Dubai

## February 2026

1-3      NASDA Winter Policy Conference, Washington, D.C.  
2-5      USDA Trade Mission to Indonesia  
10-12     USLGE Annual Meeting, Guadalajara, Mexico  
22-28     WEDC Trade Mission, Monterrey and Mexico City, Mexico  
26-28     Marbleseed Conference, La Crosse

## March 2026

3-6      Focused Trade Mission to Mexico: Cheese, Meats, and Beverages  
10-13     FoodEx Japan, Tokyo  
11        Wisconsin Food & Hospitality Expo, West Allis  
23-26     USDEC Board Meeting, Arlington, VA

## April 2026

13-16     USDA Trade Mission Philippines  
29-May 1   SIAL Canada, Montreal, Canada

## May 2026

11-14     USDA Trade Mission to Turkiye  
12-15     Interzoo, Nürnberg, Germany  
20-22     ILDEX Vietnam, Ho Chi Minh City, Vietnam  
20-22     USMEF Spring Tactical Planning Meeting, Oklahoma, OK

## June 2026

2-4       VIV Europe, Utrecht, Netherlands  
4-5       Interzum Italy, Bergamo Italy

For more information visit: [International Agribusiness Center Calendar](#)



# International Agribusiness Center Team



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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'26 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 IMAG window is currently open through March 15th.**

## ➤ **Grant Description**

- Up to \$30,000 (If ExporTech graduate) 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

## ➤ **Current DATCP/WAIE IMAG's**

- 2 Dairy and 1 Meat approved. This would leave \$60,000 remaining from the WIAE budget allocation.
- Companies can still utilize the traditional WEDC IMAG, but there is a restriction on company revenue.

# FY26 WEDC Trade Missions



**Global Trade Mission: Japan (Tokyo)**  
**September 5-13, 2025**

**Global Trade Mission: Canada (Montreal & Toronto)**  
**November 9-14, 2025**

**Global Trade Mission: Mexico (Monterrey & Mexico City)**  
**February 2026 – Dates TBD**

**Global Trade Mission: Germany (Berlin & Frankfurt)**  
**June 2026 – Dates TBD**

**\*Planning underway for FY27 trade missions**



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## UPCOMING DATES

### WAXC Meeting

- March 2026 (Prairie Oaks State Office Building and Virtual)

### WAXC Webinar

- June 2026 (Virtual)



WAXC AGENDA  
JUNE 18, 2025

# Adjourn



# Thank you!



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