

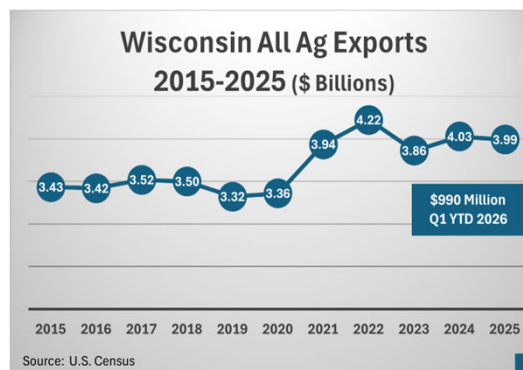
DATCP Board Meeting



Ira Frydman, Director – Export and Business Development Bureau
WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION
July 9, 2026

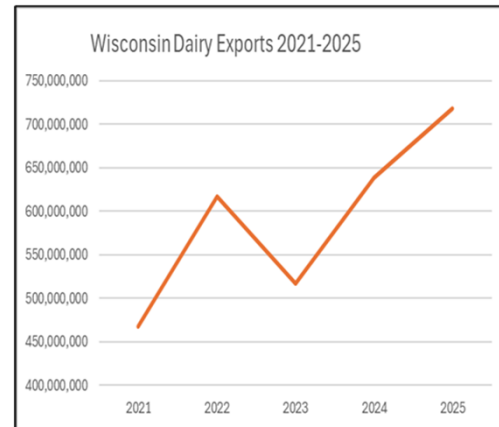
WIAE 5 Year Report

- Since the base year of 2021, Wisconsin exports have increased by \$54,373,750
- Wisconsin ag exports reached \$3.99 billion in 2025 – the third highest year on record
- 63% of Wisconsin's total ag exports are from our top five markets



WIAE 5-Year Report

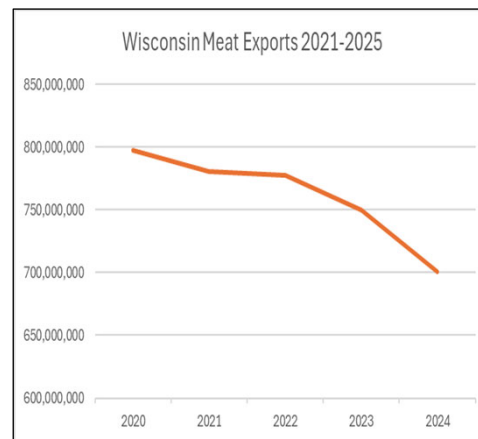
- Wisconsin dairy exports increased from \$467 million in 2021 to \$718 million in 2025 – 35% growth
- Dairy's share of Wisconsin exports increased significantly, rising from 12% in 2021 to 18% in 2025



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WIAE 5-Year Report

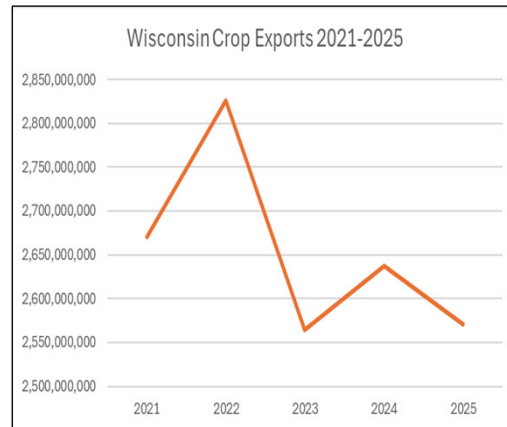
- Wisconsin meat exports declined from \$797 million in 2021 to \$700 million in 2025
- Decline due to rising domestic meat prices, drought conditions, and reduce U.S. cattle inventories



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WIAE 5-Year Report

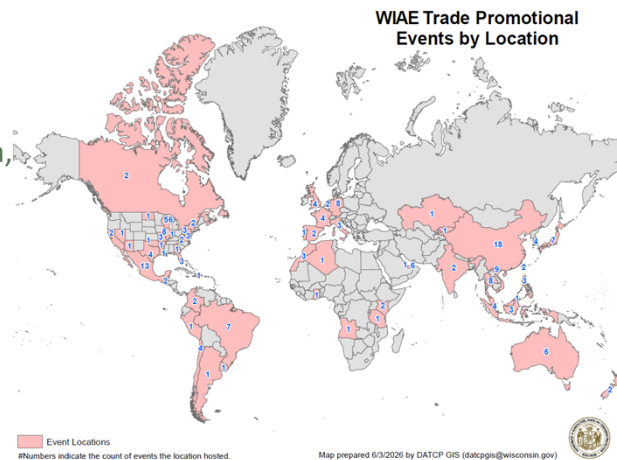
- Wisconsin crop exports decreased from \$2.67 billion to \$2.57 billion
- Increase of \$86 million in food preparations help offset declines



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Trade Promotional Events by Location

- Five trade promotion activities in FY22 to 80 in FY26
- Engagement across North America, Central America, South America, Asia, Oceania, Europe, Africa, and Middle East
- 160 Wisconsin-based companies participate in these activities



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Survey Results



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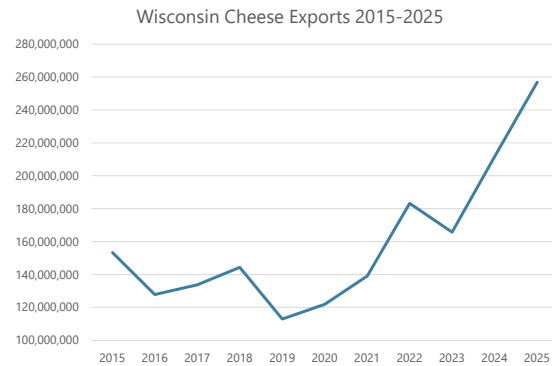
Success Stories



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Thailand Cheese Market Development

- \$256 million in 2025, 21% growth. 27% growth between 2023 and 2024 - expanded to ten new countries across the world.
- **Central America** - Yearly increase of \$4 million since 2023.
- **Australia** - \$7 million increase from 2023 to 2024, and additional \$4 million from 2024 to 2025.
- **Mexico** - Wisconsin's top market. Has more than doubled in past 2 years (\$40 to \$80 million).
- **Thailand** - Exports in Thailand grew 614% from 2024 to 2025.
- **Philippines** - 900% growth in exports in 2025 from 2024.



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Thailand Cheese Market Development



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Food Hospitality China



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World Dairy Expo



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VIV Europe



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Alimentec



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SIAL Paris



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Upcoming Trade Promotion Activities

Ira Frydman, Export and Business Development Bureau Director



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Trade Promotion Activities: August 2026 – November 2026

Tentative & Subject to change

August 2026

- 11 Export Readiness Seminar, Milwaukee, WI
- 31-Sept 3 Fine Food Australia, Melbourne, Australia
- 31- Sept 3 USDA Trade Mission to Australia/New Zealand

October 2026

- 17-21 SIAL Paris, Paris, France
- 21-23 FIGAP

November 2026

- 9-12 USDA Trade Mission, Vietnam
- 10-12 Food and Hospitality China, Shanghai, China
- 16-20 IDF – World Dairy Summit, Auckland, New Zealand

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



WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

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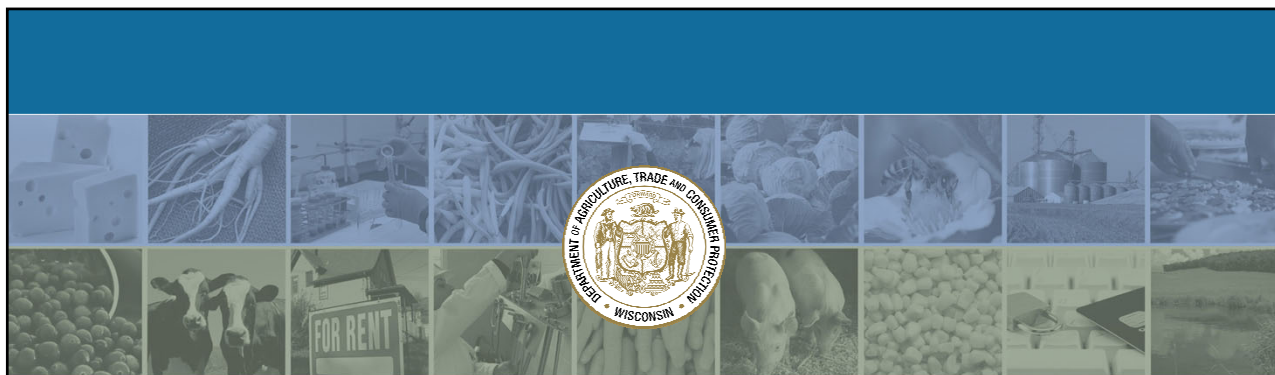
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July 9, 2026