



# Growing Wisconsin Food and Agricultural Exports

Act 92 Wisconsin Initiative for Agricultural Exports – Report to the Legislature

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

July 2024

# WISCONSIN INITIATIVE FOR AGRICULTURAL EXPORTS (WIAE) BACKGROUND

- Part of the 2021-23 budget: \$1 million/year for 5 years
- Wisconsin Economic Development Corporation (WEDC) and DATCP
  - Promote Wisconsin agricultural products internationally
  - Cultivate and train Wisconsin agricultural exporters
  - Elevate Wisconsin's brand internationally



# WIAE STATUTORY REQUIREMENTS

- Increase the value of Wisconsin dairy, meat and crop exports by 25%
- Submit a plan by December 31, 2022
- Submit funding requests 2022, 2023, 2024-25 and 2026
- Allocate \$2.5 million for dairy products, \$1.25 million each for meat and crop products
- Provide at least \$750,000 (15%) in grants to exporters
- DATCP and WEDC report by June 30, 2024 – progress to goals
- Audit of the agricultural exports program filed by December 31, 2026



# 2021–2023 VALUE OF DAIRY, MEAT AND CROP EXPORTS

Product Group	2021 \$ Million	2022* \$ Million	2023 \$ Million	2-Year Aggregate Change to 2021
<b>Dairy Exports</b>	<b>\$467</b>	<b>\$616</b>	<b>\$518</b>	-
Dairy \$ Change to 2021	-	\$149	\$50	\$199 Million
Dairy % Change to 2021	-	32%	11%	43%
<b>Meat Exports</b>	<b>\$799</b>	<b>\$782</b>	<b>\$778</b>	-
Meat \$ Change to 2021	-	-\$18	-\$21	-\$39 Million
Meat % Change to 2021	-	-2%	-3%	-5%
<b>Crop Exports</b>	<b>\$2,677</b>	<b>\$2,281</b>	<b>\$2,577</b>	-
Crop \$ Change to 2021	-	\$141	-\$100	\$41 Million
Crop % Change to 2021	-	5%	-4%	1%

\*Highest agricultural export dollar value on record



# WIAE REPORT TO THE LEGISLATURE: RESULTS

- \$558,400 each in FY 2022 and 2023 plus \$883,191 for dairy export grants
- Wisconsin Agricultural Export Advisory Council (WAXC) established
  - Members: 15 agribusiness, one DATCP employee, 4 legislative (non-voting), WEDC Secretary or designee
  - 4 meetings, 7 informational webinars
- Total of grants in FY 2022 and 2023 \$1,368,877 - 27% of the WIAE \$5 million
  - Awarded \$1,248,233 in Export Grants to 21 non-profit organizations
  - \$120,644 in International Market Access Grants to 11 companies exporting agricultural products



## RESULTS MARCH 2022–DECEMBER 2023

- 39 Trade Promotion Activities and 350+ participating companies
  - 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
- Agricultural exports reached \$3.87 billion in 2023, 3<sup>rd</sup> highest year
  - Highest: 2022
  - 2<sup>nd</sup> highest: 2021



# RESULTS MARCH 2022–DECEMBER 2023: TRADE PROMOTION

- Forestry Exporter Training
- National Restaurant Association – Illinois
- VIV Trade Show – Utrecht, Netherlands
- Deli, Dairy, and Bakers Association – Georgia
- Japan Inbound Buyer
- Pakistan Inbound Buyers Mission
- USDA Trade Mission – Philippines
- Fona Holstein Show Mexico – Mexico
- China Dairy Expo – China
- Indonesia Inbound Buyers at World Dairy Expo
- World Dairy Expo Global Dairy Summit
- SIAL Paris Specialty Cheese Pavilion – France
- Indonesian Buyer Seminar
- USDA Trade Mission – Kenya, Tanzania
- USDA Trade Mission – Spain
- Winter Fancy Food – Nevada
- Lake States Lumber Association Conference
- GulFood – United Arab Emirates
- United States Livestock and Genetics Export Annual Meeting – Texas
- VIV Asia Genetics and Feed – Thailand
- Ginseng Growers Exporter Development
- SIAL America Show – Nevada
- ANUFood Brazil Food Show – Brazil
- CheeseCon
- Tutto Food Show – Italy
- Thaifex Food Show – Thailand
- Inbound Wood Buyers Mission
- Secretary-Led Trade Mission – United Kingdom
- Thailand Cheese Exporting Seminar – virtual
- Cochran Agricultural Delegation
- International Chef and Food Influencer Tour
- Espacio Food Service Show – Chile
- SIAL Paris Food Show – France
- World Dairy Expo Kazakhstan Delegation
- World Dairy Expo Livestock Exporter and Importer Seminars
- International Dairy Federation – Illinois
- Dairy Prospecting Mission – Mexico
- United States Meat Export Federation Strategic Planning Conference – Louisiana
- VIV Show – United Arab Emirates



# HIGHLIGHT: TRADE MISSION – DAIRY PRODUCTS

- Collaboration: Dairy Farmers of Wisconsin, UW–River Falls, UW Center for Dairy Research, USDA FAS Bangkok U.S. Consulate General Chiang Mai, Thailand
- Five Wisconsin cheese companies
- 60 business meetings
- Met over 100 Thai buyers and influencers
- 100 Thai retail, food service and importer businesses attended
- \$350,000 estimated sales in 12 months



Wisconsin Cheese Exporter Delegation in a Thai supermarket



## HIGHLIGHT: INTERNATIONAL MARKET ACCESS GRANT – MEAT

- Ever-Green-View Farms: \$10,000 embryos export to Tanzania
- Met Tanzanian dairy farmer at seminar in United Arab Emirates
- IMAG funded consultant to facilitate sale
- Tanzanian farmers can use Ever-Green-View Farm embryos to boost milk production



Ever-Green-View owner, Tom Kestell  
Photo credit: Mary Hookham



## HIGHLIGHT: EXPORT EXPANSION GRANT – CROP

- In 2022, a change in Mexican import regulations of the USMCA trade agreement allowed U.S. fresh and seed potatoes to be shipped beyond previous 16-mile limit
- Wisconsin Potato and Vegetable Growers Association grant:
  - Mexican buyers visited Wisconsin
  - 13 shipments totaling 560,000 pounds



Mexican Buyer Delegation at Alsum Farm, learning about Wisconsin potatoes



# Thank you!



## International Agribusiness Center

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