



Wisconsin Agricultural Export Advisory Council (WAXC)

Mark Rhoda-Reis and Cassi Miller - International Agribusiness Center

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

March 5, 2025

WAXC AGENDA (PART I)

MARCH 5, 2025

- Call Meeting to Order – Mark Rhoda-Reis
- DATCP and Wisconsin Economic Development Corporation (WEDC) Welcome – Secretary Romanski and Secretary Hughes
- Chair Welcome and Roll Call of Council Members – Chad Vincent
- Approval of September 18, 2024, Minutes – Chad Vincent
- Confirmation of WAXC Council Appointments and Introductions – Chad Vincent
- Public Comments – Chad Vincent
- 2024 Full Year Export Highlights – Mark Rhoda-Reis
- WAXC Dairy, Meat, and Crop Industry Leader Discussion – Secretary Romanski
- Wisconsin Initiative for Agricultural Exports (WIAE) FY 2025 YTD December Results - Trade Promotion Activities and Budget – Mark Rhoda-Reis
- Break (10 minutes)



WAXC AGENDA (PART 2)

MARCH 5, 2025

- DATCP and WEDC Trade Promotion Activities Planned, July to December 2025
- WEDC Trade Ventures FY25, International Market Access Grants (IMAG) Recruiting – Aaron Zitzelsberger
- Topic Requests for future WAXC Informational Webinars and Council Meetings – Mark Rhoda-Reis
- Adjourn – Mark Rhoda-Reis



Public Appearances

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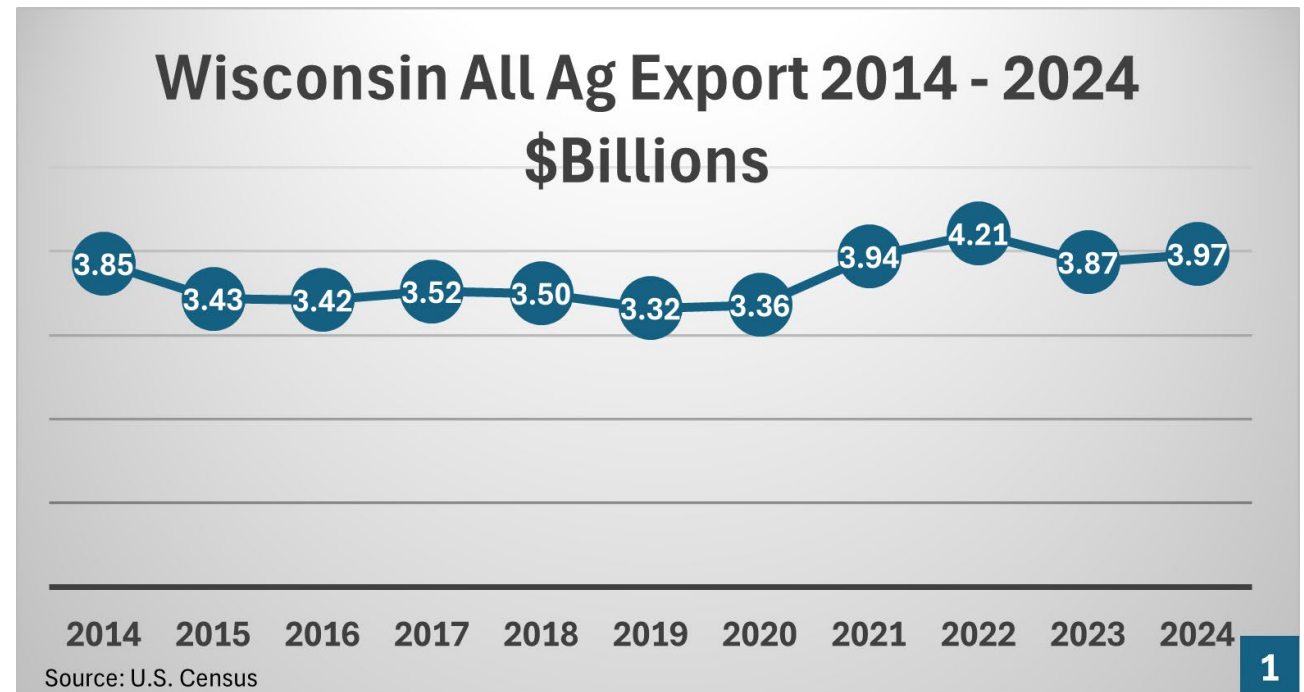
2024 FULL-YEAR WISCONSIN AGRICULTURAL EXPORT HIGHLIGHTS

WAXC Agenda — March 5, 2025



WISCONSIN AGRICULTURAL EXPORTS FULL-YEAR 2024

- All Wisconsin Food, Forestry, and Agriculture Exports up 2.6% from 2023
- Top 10 Products: 67% of total
- Top 5 Products: 44% of total
 - All above 2023, three in double digits
 - Includes sauces and yeasts, dairy, prepared vegetables, wood, sausages
 - \$204 million increase
- Next 5 Products: 23% of total
 - Flavorings from plants above 2023
 - Also includes ethanol, oilseeds/ginseng, meat cuts, pet foods/DDGs
 - \$149 million decrease
- November 2024 USDA Outlook for U.S. Agricultural Trade forecast for 2025 is down 2.5%



WISCONSIN AGRICULTURAL EXPORTS FULL-YEAR 2024 – COUNTRIES

- Wisconsin ag exports reached \$3.97 billion in 2024 – the second highest year on record
- Wisconsin is up 2.6% while U.S. is up 1.4%
- Top 10 Markets: 75% of total
- Top 5: 64% of total
 - Mexico, China and Japan up; Canada and Korea down
 - \$120 million decrease
- Next 5: 11% of total
 - Germany, Italy, Australia up; Netherlands and U.K. down
 - \$74 million increase
- Beyond the Top 10: Brazil up 26%, Taiwan up 36%, Ireland up 183%, Indonesia up 33%, Democratic Republic of the Congo up 420%

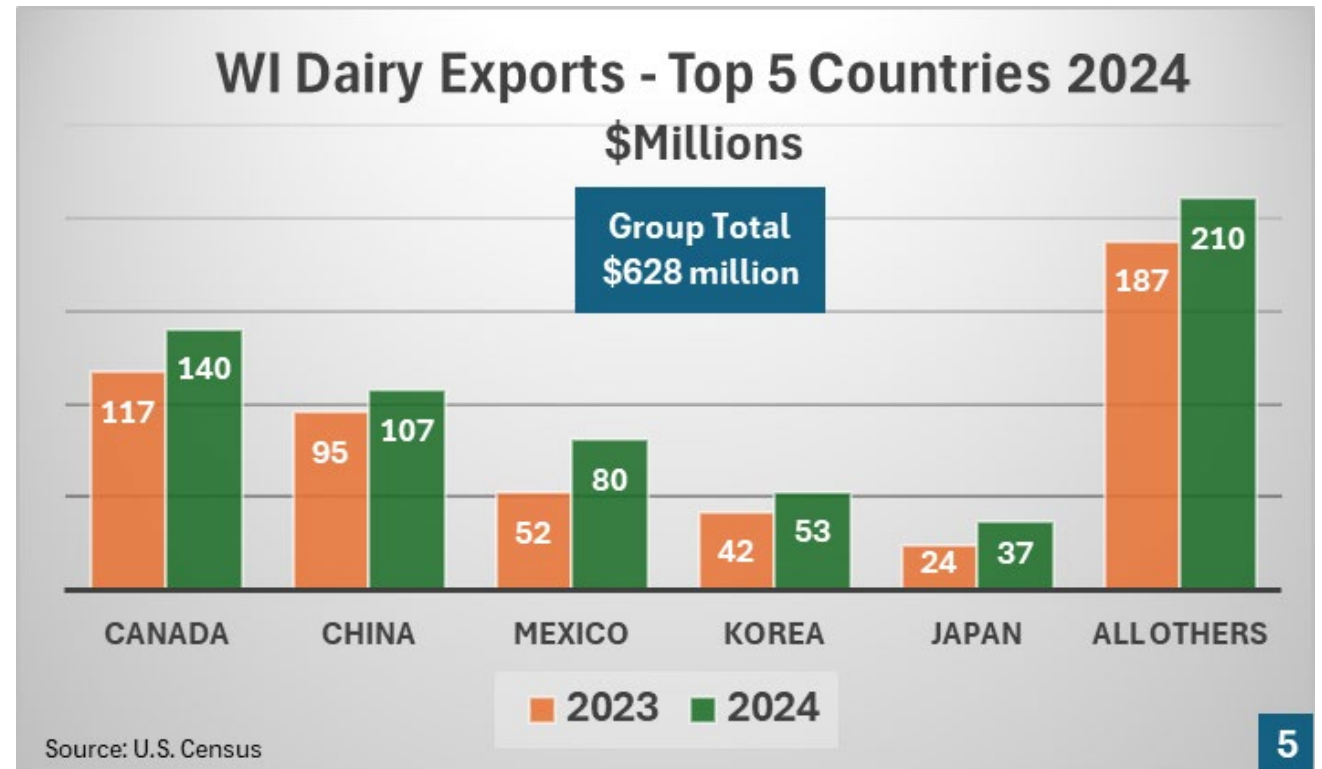


WISCONSIN AGRICULTURAL EXPORTS FULL-YEAR 2024 – DAIRY

- Top 10 Countries: 79% of the total
- Top 5: 67% of total
 - All up double digits
 - Mexico and Japan up over 50%
- Next 5: 12% of total
 - Four up double digits or more
 - India down 3.41%; Bahrain up 364%
- Category up 22%: Main drivers were cheese and curd, whey, albumins (\$112 million increase)

Key dairy trade promotion activities:

UAE, Chile, Thailand, China, Hong Kong, Mexico, Angola, Costa Rica, Guatemala, Kenya, Brazil, Japan, Indonesia, Philippines, France, Latin America, Middle East, Morocco



WISCONSIN AGRICULTURAL EXPORTS FULL-YEAR 2024 – MEAT

- Top 10 Countries: 81% of total
- Top 5: 64% of total
 - Canada up 2.8%
 - Japan, China, and Korea down double digits; Finland nearly flat
- Next 5: 16% of total
 - Taiwan up 115%; Germany up 6.5%; Brazil up 20%
 - Mexico and U.K. down double digits
- Category down 4.7%: Main drivers were sausages and live animals (\$34 million increase); meat cuts and bovine semen (\$52 million decrease)



Key meat trade promotion activities:

World Dairy Expo (Indonesia, Kazakhstan, Kyrgyzstan),
Brazil, Kenya, Tanzania, Miami Food Show, France, Morocco

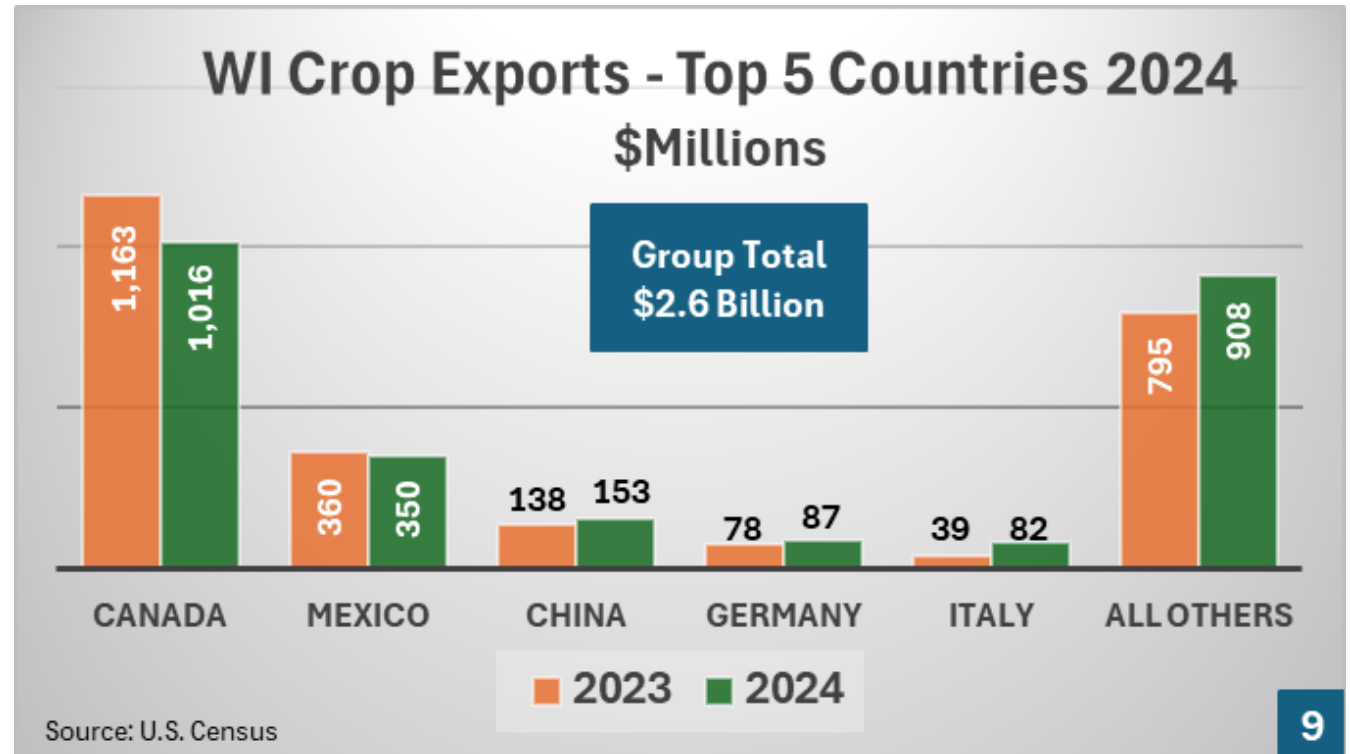


WISCONSIN AGRICULTURAL EXPORTS FULL-YEAR 2024 – CROPS

- Top 10 Countries: 77% of total
- Top 5: 65% of total
 - China and Germany up double digits; Italy up 108%
 - Canada and Mexico down
- Next 5: 12% of total
 - Netherlands, Korea, Australia, and U.K. all up;
 - Japan down
- Category up 1%: Main drivers were prepared vegetables, sauces/yeasts, wood (\$90 million increase), and ethanol (\$103 million decrease)

Key crop trade promotion activities:

UAE, Chile, China, Indonesia, Kenya, Tanzania, Brazil, Central Asia, Japan, U.K., Germany, France, Latin America, World Dairy Expo Feed Buyers, Morocco



WAXC AGENDA

MARCH 5, 2025

- WAXC Dairy, Meat and Crop Industry Leader Discussion
 - Tri-Lateral Accord Meetings 2024 and Upcoming 2025
 - 2024 Export Results and 2025 Projections
 - USMCA 2026 Review
 - Potential Impact from Retaliatory Tariffs



WAXC AGENDA

MARCH 5, 2025

- WIAE FY 2025 YTD December Results - Trade Promotion Activities and Budget
 - 16 Trade Promotion Activities
 - 45 Companies and Agribusiness Organizations
 - \$515,000 in Expenditures YTD December 2025
 - Expenditure by Product Group FY 2022-2024
 - 52% Dairy
 - 22% Meat
 - 26% Crop



TRADE PROMOTION ACTIVITIES, JULY – DECEMBER 2024

- USDA Mission, Bogota, Colombia, Aug. 13-15
- DATCP Secretary Mission and Food Promotion, São Paulo, Brazil, Sept. 1-4
- Kenya Food and Beverage Trade Show, Nairobi, Kenya, Sept. 2-4
- USLGE Indonesia Livestock & Genetics Mission, Jakarta, Indonesia, Sept. 15-28
- Japan Dairy Show, Hokkaido, Japan; USDA FAS New Products Showcase, Tokyo, Japan, Sept. 15-28
- Food and Beverage Americas – A Taste of the States, Miami, Florida, Sept. 16-18
- World Dairy Expo, Madison, Wisconsin, Oct. 1-4:
 - Food Export Value Added Feed Buyer Mission
 - Exporters Workshop
 - International Producer Symposium
 - Inbound Buyer Missions – Indonesia and Central Asia
 - Global Dairy Summit
- International Dairy Federation World Dairy Summit, Paris, France, Oct. 15-18
- SIAL Paris Food Show, Paris, France, Oct. 19-24
- Livestock, Genetics and Feed Mission, Nairobi, Kenya, Nov. 18-22
- WEDC Mission to Australia, Sydney and Melbourne, Australia, Nov. 18-22
- USDA Agricultural Trade Mission, Casablanca, Morocco, Dec. 2-10



BREAK 10 MINUTES

WAXC AGENDA — MARCH 5, 2025



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- Topic Requests for future WAXC Informational Webinars and Council Meetings – Mark Rhoda-Reis
- Adjourn – Mark Rhoda-Reis



DATCP AND WEDC TRADE PROMOTION ACTIVITIES PLANNED, JANUARY TO DECEMBER 2025

WAXC Agenda — March 5, 2025



TRADE PROMOTION ACTIVITIES, JANUARY–JUNE 2025

- January 13-15, Lake States Lumber Association
- January 14-22, Ginseng Board of Wisconsin Promotion Mission, Singapore, Malaysia, Vietnam
- January 22, WAXC Informational Webinar USDA Credit Guarantee Program
- January 18-23, International Dairy Week, Victoria, Australia
- February 2-6, USDA Trade Mission to Thailand
- February 10-13, U.S. Livestock Genetics Export Annual Meeting, Guadalajara, Mexico
- February 19-22, Fur and Fashion Show, Hong Kong
- February 23-26, WEDC Trade Mission to Guadalajara and Mexico City, Mexico
- February 25-March 1, Houston Livestock Show & Rodeo, Houston, Texas



TRADE PROMOTION ACTIVITIES, JANUARY–JUNE 2025

- March 3-7, USDA Trade Mission to Guatemala
- March 4-7, Natural Products West Show with Food Export, Anaheim, California
- March 12-14, Secretary-led Trade Mission / VIV Show, Bangkok, Thailand and Jakarta, Indonesia
- March 17-19, International Food and Drink Show, London, England
- March 21-29, WEDC Trade Mission to Shanghai and Shenzhen, China
- April 1-2, Food Export Spring Meeting, St. Louis, Missouri
- April 8-10, ANUGA Select Food Show, São Paulo, Brazil
- April 8-11, Food and Hospitality Show, Singapore
- April 21-25, SIAM Livestock, Genetics and Feed Show, Meknes, Morocco
- April 28-May 2, Inbound French Cheese Buyer Mission with Dairy Farmers of Wisconsin
- April 28-May 2, Inbound German Dairy Producers, Wisconsin



TRADE PROMOTION ACTIVITIES, JANUARY–JUNE 2025

- May 5-7, U.S. Ginseng Summit with Ginseng Board of Wisconsin and Wisconsin Department of Natural Resources, Wausau, Wisconsin
- May 5-8, Tuttofood Show, Milano, Italy
- May 17-20, National Restaurant Association Food Show, Chicago, Illinois
- May 20-23, Interzum Wood Show, Cologne, Germany
- May 21-23, U.S. Meat Export Federation Spring Meeting, Fort Worth, Texas



TRADE PROMOTION ACTIVITIES, JULY–DECEMBER 2025

- July 13-15, China Dairy Expo, Xia Men, China
- July 13-16, USDA Trade Mission to Dominican Republic
- August, Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan) Mission
- August 5-8, Agroleite, Castrolanda, Brazil,
- August 11-13, Focused Trade Mission - Food Export to Shanghai & Hangzhou, China
- August 14-15, Focused Trade Mission - Food Export to Hong Kong
- September, USDA Trade Mission to Taiwan
- September 8-11, Fine Foods Australia, Sydney, Australia
- September 10-12, Food & Beverage Americas, Miami, Florida
- September 11-13, SIAL India, New Delhi
- September 16-18, VICTAM LatAm Feed, São Paulo, Brazil
- September 30-October 3, World Dairy Expo, Madison, Wisconsin



TRADE PROMOTION ACTIVITIES, JULY–DECEMBER 2025

- October 1, Tri-National Accord (NASDA), Mexico (TBD)
- October 4-8, ANUGA Cologne, Cologne, Germany
- October 14-16, Food Export Meetings Fall, Philadelphia, Pennsylvania
- October 20-23, IDF World Dairy Summit, Santiago, Chile
- November, USDA Trade Mission to Mexico
- November 3-7, Training Zoopole/Senegal, Morocco/Senegal
- November 3, WEDC Mission to Sydney & Melbourne, Australia
- November 5-6, American Dairy XPO (ADX), Essex Junction, Vermont
- November 10, Expo Ganado Lechero, Querétaro, Mexico
- December, USDA Trade Mission to Cote d'Ivoire



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UPCOMING DATES

WAXC Webinar

- June 18, 2025 – Date and Topic to be Confirmed

WAXC Council Meeting

- September 17, 2025



TOPIC REQUESTS FOR FUTURE WAXC INFORMATIONAL WEBINARS AND COUNCIL MEETINGS

WAXC AGENDA — MAY 5, 2025



WAXC AGENDA
MARCH 5, 2025

Adjourn



Thank you!



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