



Wisconsin Companies to Exhibit Products, Services and Technology at Major Trade Show in Colombia

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MADISON – Led by the International Trade Team at the Department of Agriculture, Trade and Consumer Protection (DATCP), five Wisconsin agriculture-based companies are heading to Bogotá, Colombia from July 11-21 to exhibit products, services and technology at AgroExpo 2019. Held bi-annually, AgroExpo draws more than 175,000 attendees and is one of South America’s largest agricultural trade shows.

The Wisconsin companies will be housed in the “Wisconsin Pavilion,” where they will display products and services to thousands of trade show attendees each day. Delegation members will have one-on-one meetings with pre-qualified buyers, network with industry and government officials, and attend several off-site events including farm tours and meetings with representatives of dairy-related associations and cooperatives.

The Wisconsin delegation is scheduled to meet with representatives of the Latin American Jersey Breeders Association, the Colombian Jersey Association, the Latin American Jersey Association, and Colombian Secretary of Agriculture Andres Valencia Pinzon.

“Colombia is a desirable destination for Midwest feed, feed ingredient, livestock genetics and agricultural equipment exports,” said Enrique Gandara, an economic development consultant with DATCP’s International Trade Team who helped organize the trade mission. “We have attended AgroExpo in past years with many positive results, and our connection with the Colombian marketplace continues to grow. Our goals are to continue to connect with key buyers and influential government leaders and increase our exports to Colombia.”

Wisconsin exported nearly \$12 million in agricultural and food products to Colombia in 2018. Top exports included food preparations (sauces, condiments and yeast extracts); raw materials for beverages; prepared vegetables; milled products (cereals, wheat, malt); and dairy products.

“Wisconsin is always seeking new buyers in the international marketplace and Colombia has one of the largest economies in Central and South America,” said Mark Rhoda-Reis, director of DATCP’s International Agribusiness Center. “We are known around the world for quality products, advanced technology, renowned research institutions and agricultural expertise. Wisconsin is poised to benefit from increased access to the Colombian markets.”

The trade mission is funded in part by a U.S. Small Business Administration STEP Grant secured through the assistance of the Wisconsin Economic Development Corporation (WEDC).

Since 1966, the International Agribusiness Center of the Department of Agriculture, Trade and Consumer Protection has provided export assistance to Wisconsin’s food and agriculture industry. Services include export education, market access support, and market development and promotion. For more information, visit https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx