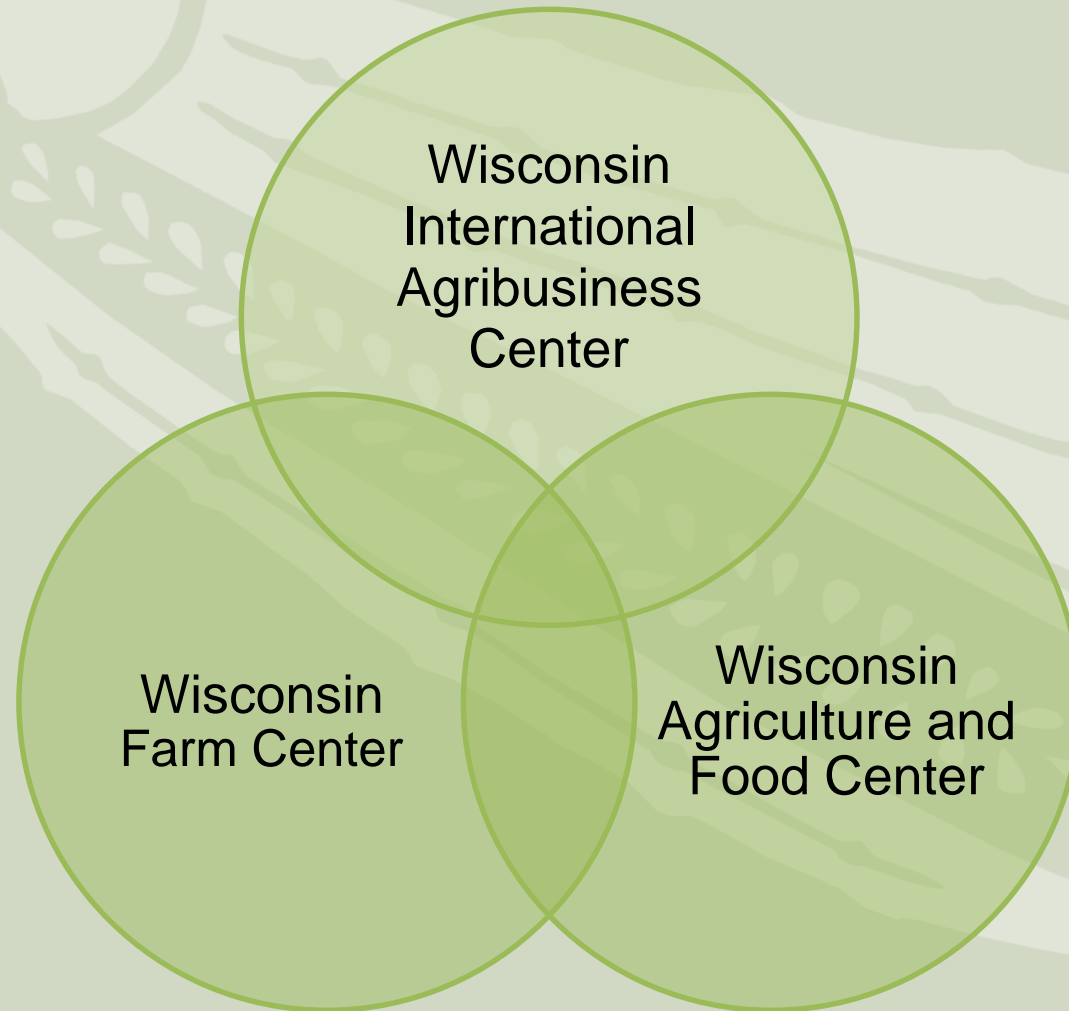




Wisconsin Department of Agriculture, Trade and Consumer Protection  
Division of Agricultural Development  
[www.datcp.wi.gov](http://www.datcp.wi.gov) 1.888.271.7097  
[growingag@Wisconsin.gov](mailto:growingag@Wisconsin.gov)



# Division of Agricultural Development





# Wisconsin Farm Center

Resources for all stages of farming

- Financial Planning
- Legal & financial mediation
- Farm ownership transitions

# Wisconsin International Agribusiness Center



## Beginning, Intermediate & Advanced Exporter Services

- Evaluate export potential
- Market resources & strategies
- Consultations
- Buyers Missions, Trade Missions, Food Shows

# Challenges

## Domestic:

- Overflow of supply
- Keeping local businesses local
- Low prices
- Market education – micro/ultra-filtered, A2, whole fat

## International:

- Tariffs
- Non-tariff barriers
- Logistical barriers
- Lack of knowledge/interest





# Opportunities

Building new markets:

- Wisconsin Initiative for Dairy Exports (WIDE)

Expand partnerships/collaboration:

- US Dairy Export Council
  - Trade missions
  - Chef training programs





# Opportunities (continued)

## Grants:

- Emerging Markets Program for a market assessment for Ginseng in India
- Agricultural Trade Promotion Program
  - Expand China e-commerce markets

## Education:

- Export seminars

