



Growing Wisconsin Food and Agricultural Exports

Wisconsin Agricultural Export Advisory Council (WAXC)

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

March 29, 2023

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- DATCP and WEDC Welcome
- Roll Call of Council Members
- Chair Welcome
- Public Comments
- 2022 Year End Export Highlights
- USDA Economic Research Service 2023 Outlook for U.S. Agricultural Trade and The Agricultural Trade Multiplier
- USDA Trade Mission to Spain Recap – Product Opportunities, New EU Labeling Rules



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- Wisconsin Initiative for Agricultural Exports (WIAE) FY23 Year-to-Date Results
- FY24 and FY25 Activity Plan
- WEDC Trade Ventures
- FY23 Export Expansion Grant Recipients
- Upcoming Dates – WAXC webinars, WAXC Council Meeting
- Future Topics
- Election of Chair and Vice Chair
- Adjourn



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- DATCP, WEDC Welcome
- Council Member Roll Call
- Chair Welcome



PUBLIC APPEARANCES

5 4 3 2 1



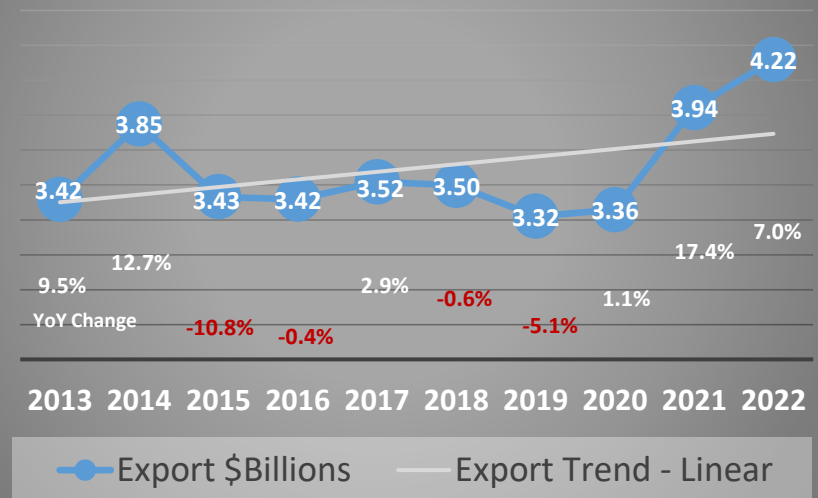
2022 DAIRY, MEAT, CROP EXPORTS \$4.22 BILLION, UP 7%

2022 Full Year Highlights:

- U.S. exports: \$220 billion, up 10% from 2021
- Wisconsin exports: \$4.22 billion, up \$245 million (7%) from 2021
 - Growth is slowing compared to 2021 growth
- Highest year on record
- driven by post COVID-19 demand

2023 USDA Trade Outlook report, published February 2023, projects 3% ag export decline

Wisconsin Agricultural Exports 2013-2022 Amount \$Billions, Year on Year Change %



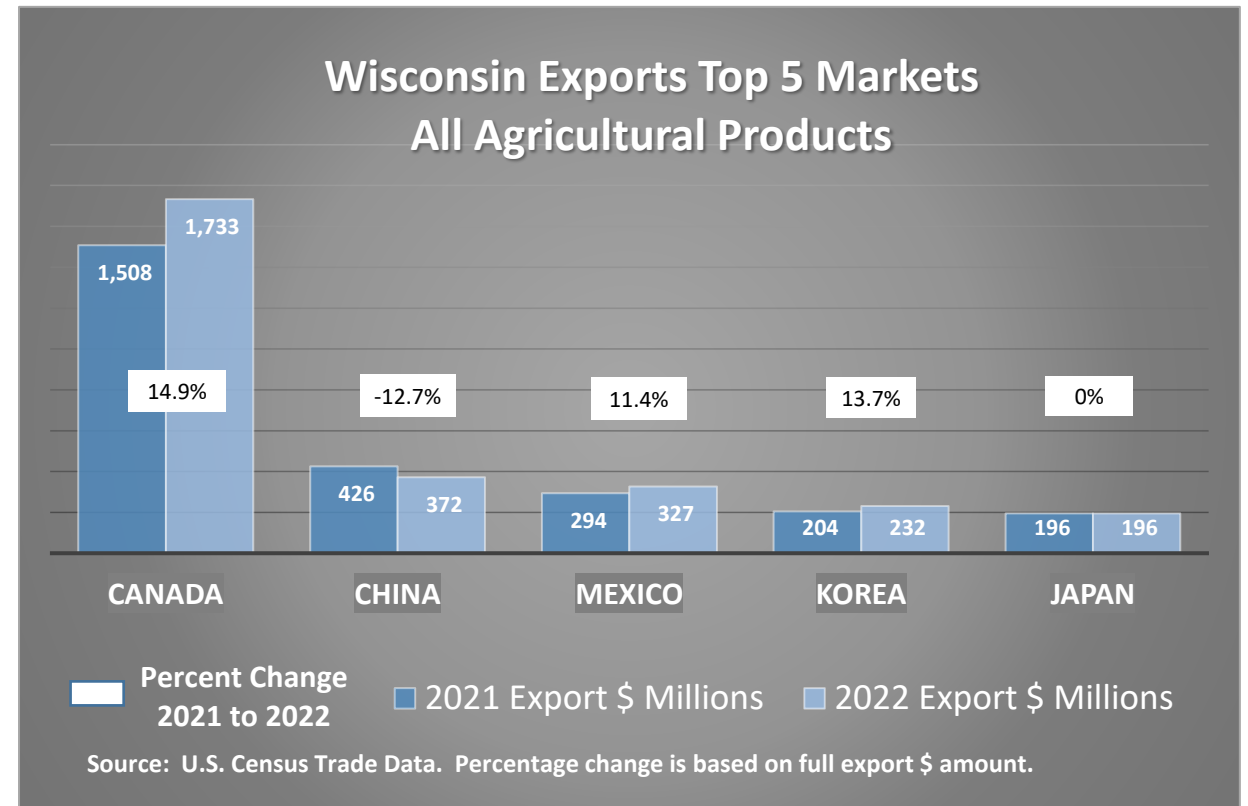
Source: U.S. Census Trade Data. Percentage change is based on the full export \$ amount.



2022 DAIRY, MEAT, CROP EXPORTS \$4.22 BILLION, UP 7%

Top 5 Market Highlights:

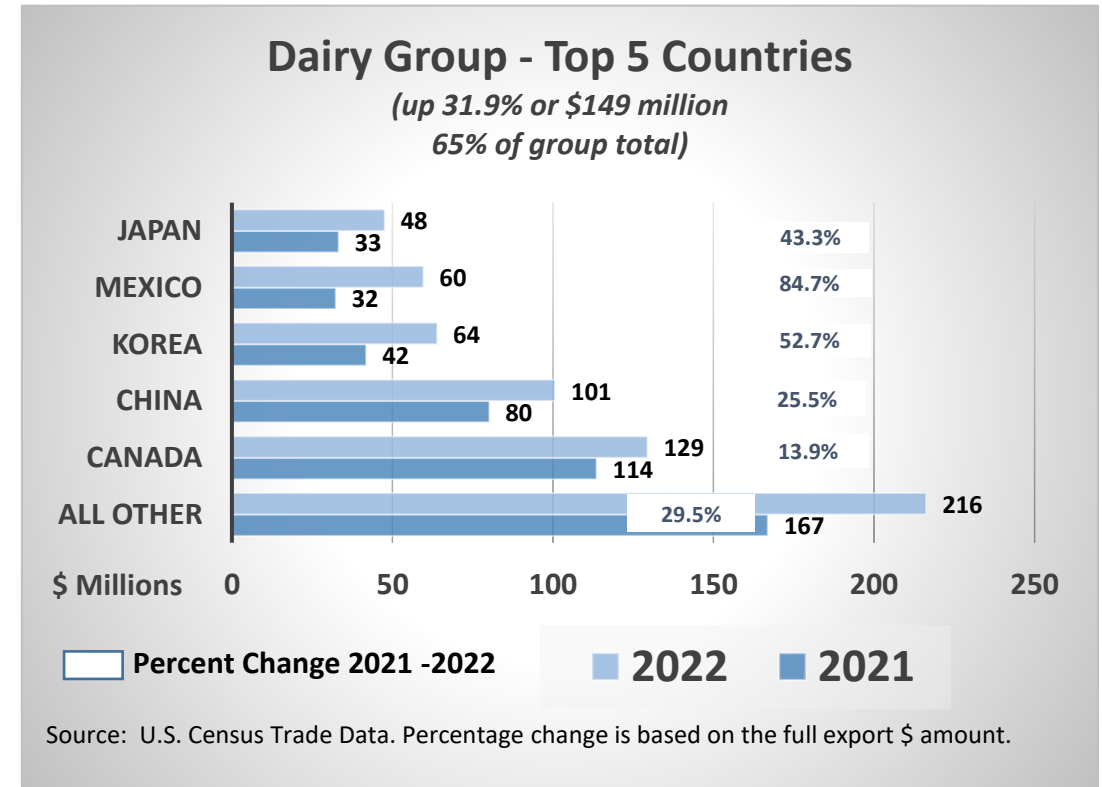
- 68% of the total exports
- Canada, Korea up double digits; Japan is flat
 - **Canada:** gains in beverages (includes ethanol), cereals, dairy, sauces
 - **Korea** main drivers: dairy, milk proteins, meat, food waste for feed
 - **Japan** still affected by a strong U.S. dollar
 - **China** decline due to the economic effect of COVID-19 lockdowns, ongoing retaliatory tariffs



2022 DAIRY EXPORTS \$617 MILLION, UP 31.9%

Dairy Product Highlights:

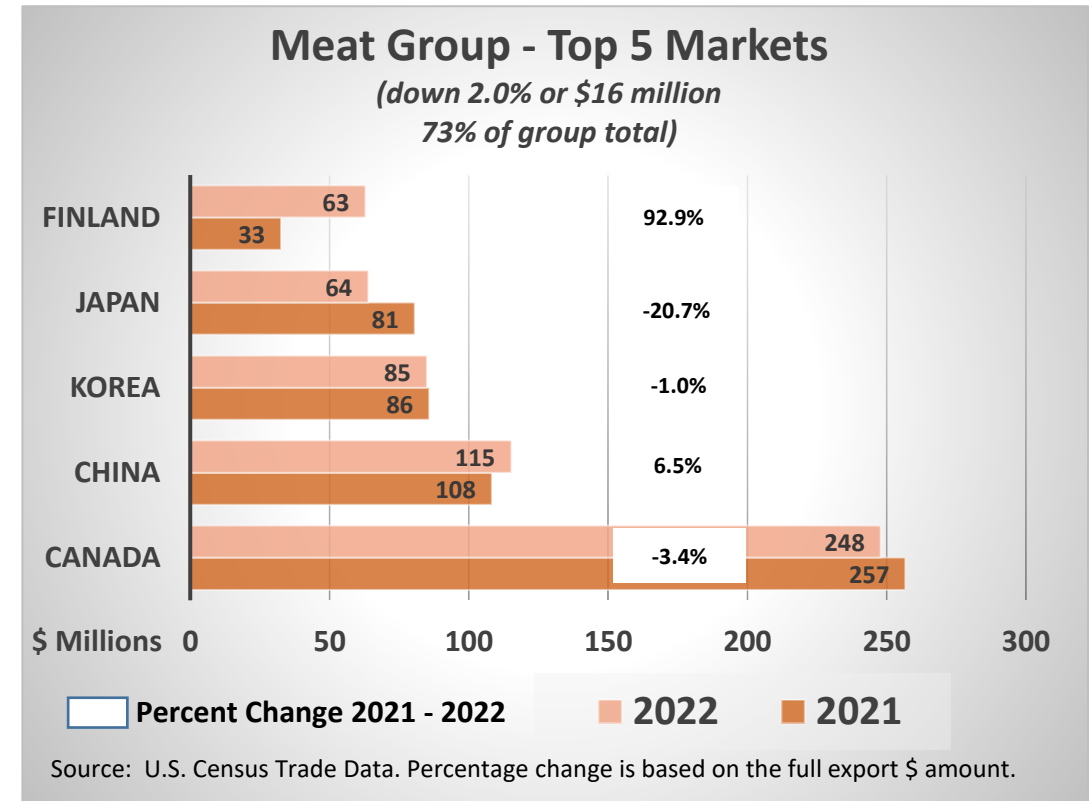
- Dairy is 14% of all Wisconsin ag exports.
 - Includes: cheese, whey, lactose, milk proteins
- Top 5 products are 94% of the group total
 - Whey, cheese and curds are 60% of the total, followed by albumins, lactose, butter, milk, other
- Top 5 countries are 65% of the group total
 - Each of the top 5 markets are up double digits, led by Mexico, Korea, Japan



2022 MEAT EXPORTS \$782 MILLION, DOWN 2%

Meat Product Highlights:

- Meat is 19% of all Wisconsin ag exports.
 - Includes: livestock, genetics, hides, furs
- Top 5 products are 88% of the group total
 - Meat preparations, genetics are 51% of the total followed by offal, fur skins, proteins, others
- Top 5 countries are 73% of the group total
 - Canada, Korea, Japan are down
 - Mink sales to Finland continue up significantly
 - improved demand
 - reduced supply from other countries

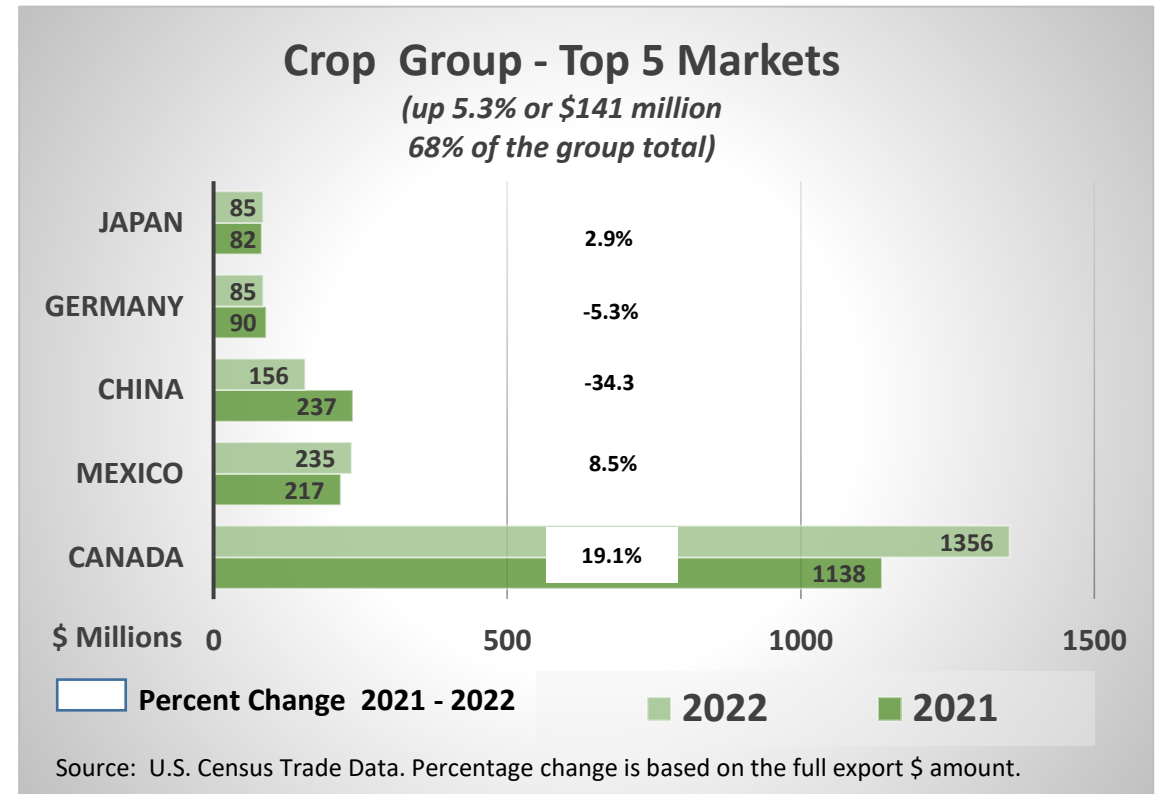


2022 CROP EXPORTS

\$2.82 BILLION, UP 5.3%

Crop Product Highlights:

- Crops are 67% of all Wisconsin ag exports
 - Includes: grains, forestry, processed foods, beverages
- Top 5 products are 52% of the group total
 - Beverages, prepared vegetables, wood are 36% of the total
- Top 5 countries are 68% of the group total
 - Canada is up double digits
 - China is down double digits; soybeans down over \$81 million



WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL

USDA Economic Research Service 2023 U.S. Agricultural Trade Outlook and the Agricultural Trade Multiplier

Bart Kenner, Economist, Trade Outlook Coordinator, State Trade Data Coordinator, Economic Research Service, USDA Market and Trade Economics Division

Wendy Zeng, Research Agricultural Economist, International Trade and Development Branch, USDA Market and Trade Economics Division





Economic Research Service
U.S. DEPARTMENT OF AGRICULTURE

Agricultural Exports and Their Impacts

Presenters: *Bart Kenner and Wendy Zeng*

Additional Support: *Dylan Russell and James Kaufman*

*USDA Economic Research Service
March 29, 2023*

Economic Research Service
www.ers.usda.gov





Economic Research Service
U.S. DEPARTMENT OF AGRICULTURE

Outlook for U.S. Agricultural Trade

Presenter: *Bart Kenner*

Team: *Bart Kenner, Hui Jiang*, Dylan Russell, James Kaufman*

*USDA Economic Research Service
March 29, 2023*

*USDA Foreign Agricultural Service

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Overview

- About the [*Outlook for U.S. Agricultural Trade report*](#)
- Agricultural Export Forecast for Fiscal Year (FY) 2023
 - October 1, 2022—September 30, 2023
- Tracking State agricultural exports



Outlook for U.S. Agricultural Trade

Process

- Monthly
 - [World Agricultural Supply and Demand Estimates \(WASDE\)](#)
 - Interagency Commodity Estimates Committees (ICECs)—produces estimates
 - ERS, Foreign Agricultural Service (FAS), Office of the Chief Economist (OCE)
 - World Agricultural Outlook Board—chairs ICECs and gives final approval
- Quarterly
 - Draw from forecasts produced for WASDE
 - Additional forecasts for imports, some exports, and trade partner/regions
- Provides
 - Macro Overview
 - Exports: Commodities and Regions
 - Imports: Commodities and Regions



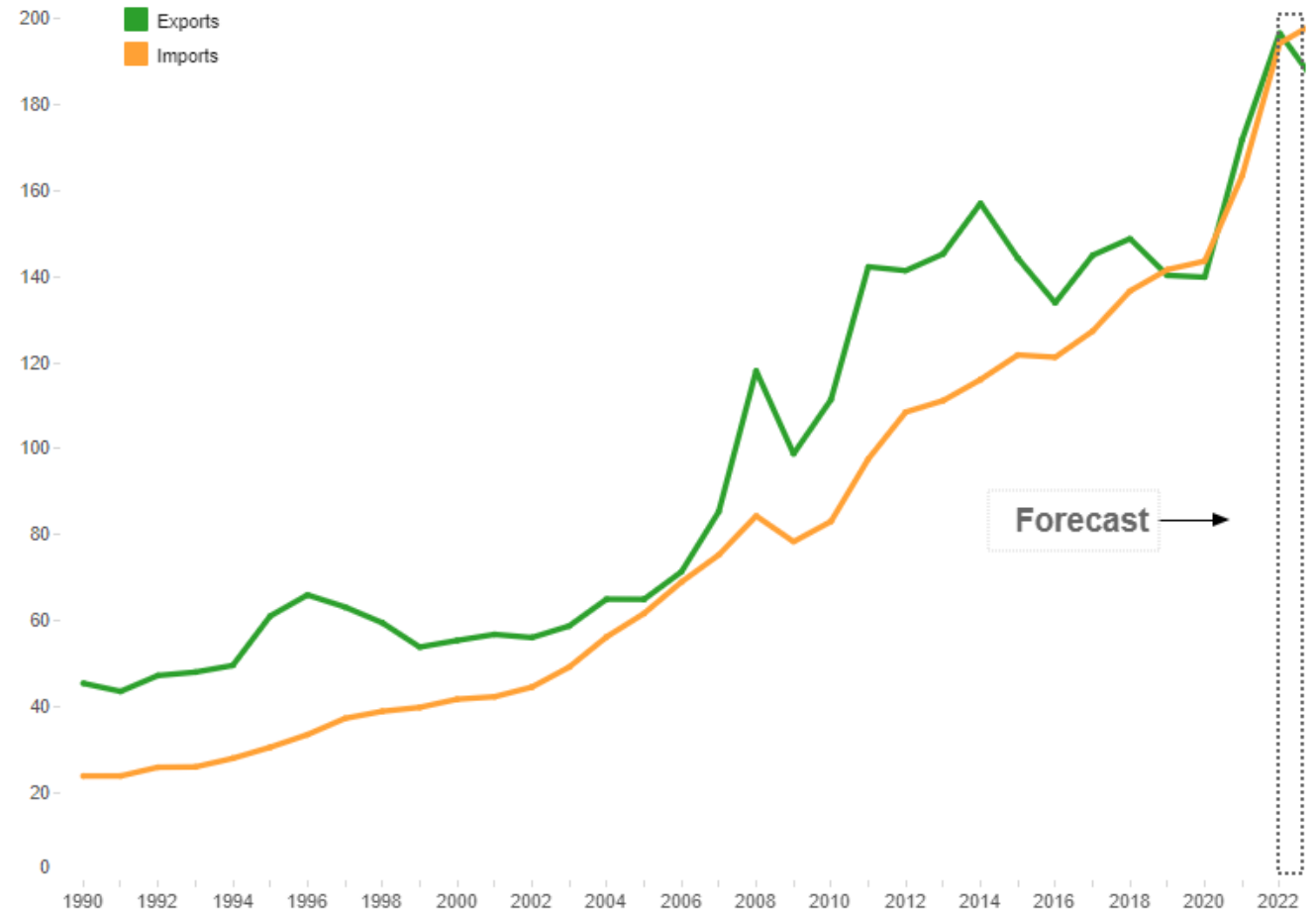
U.S. agricultural trade forecast for FY 2023:

- Exports \$184.5 billion
- Imports \$199.0 billion

- Global economic slowdown into FY 2023
 - Real GDP growth still positive
- Inflation easing
 - Unit values/prices contributed to recent trade growth

U.S. agricultural trade

Value, billion dollars

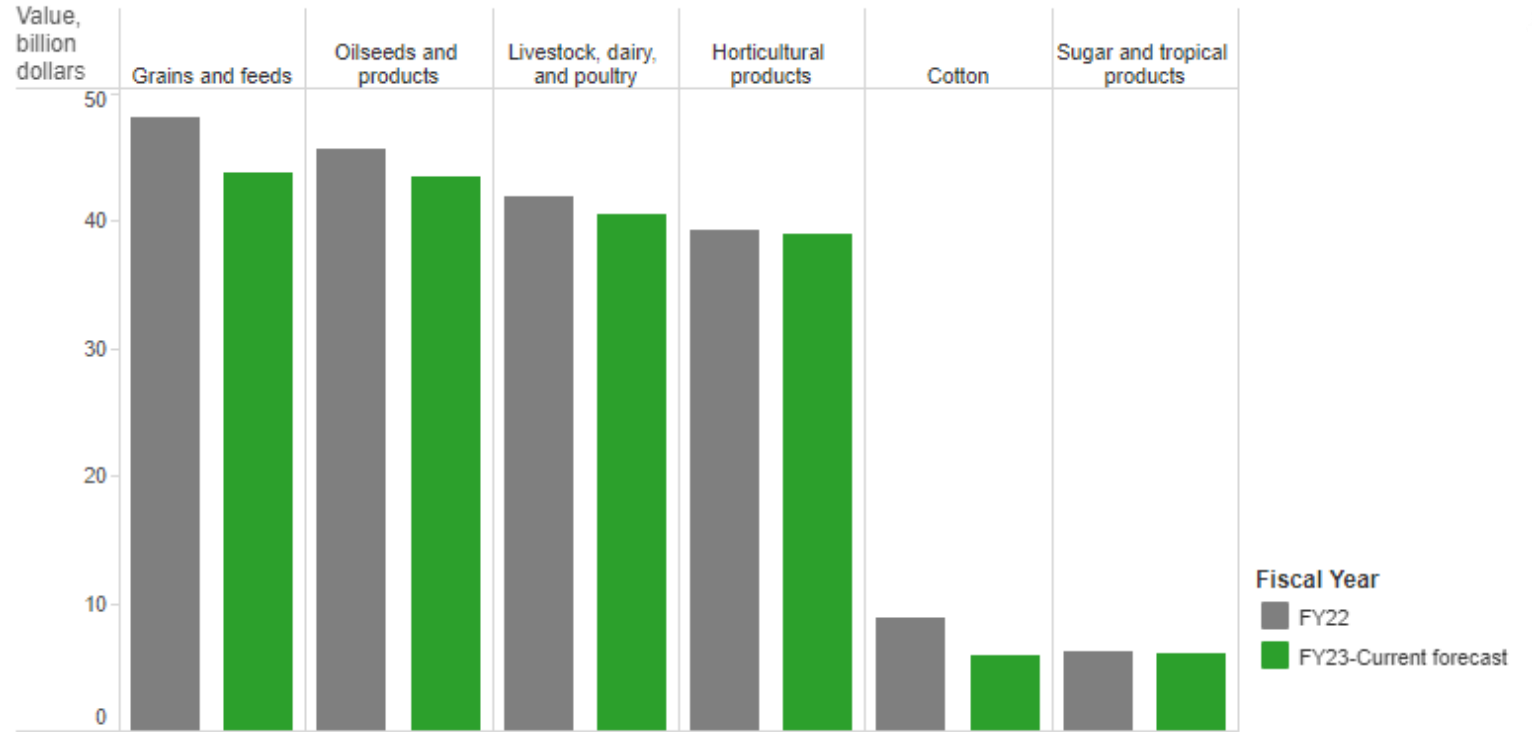


Source: USDA, Economic Research Service and USDA, Foreign Agricultural Service analysis and forecasts using data from U.S. Department of Commerce, Bureau of the Census.



- **Major commodity groups except horticultural products** forecast to decrease from FY 2022 to 2023
- **Grain and feed** exports forecast at \$43.8 billion
 - Lower corn, sorghum, and rice exports more than offset modestly higher wheat and feeds and fodders exports
- **Oilseed and products** exports are forecast at \$43.4 billion
 - Lower soybean and soybean oil volumes, partially offset by higher soybean meal unit values
- **Livestock, poultry, and dairy** exports forecast at \$40.5 billion
 - Gains in pork are offset by lower forecasts for beef, poultry, and dairy

U.S. exports by commodity



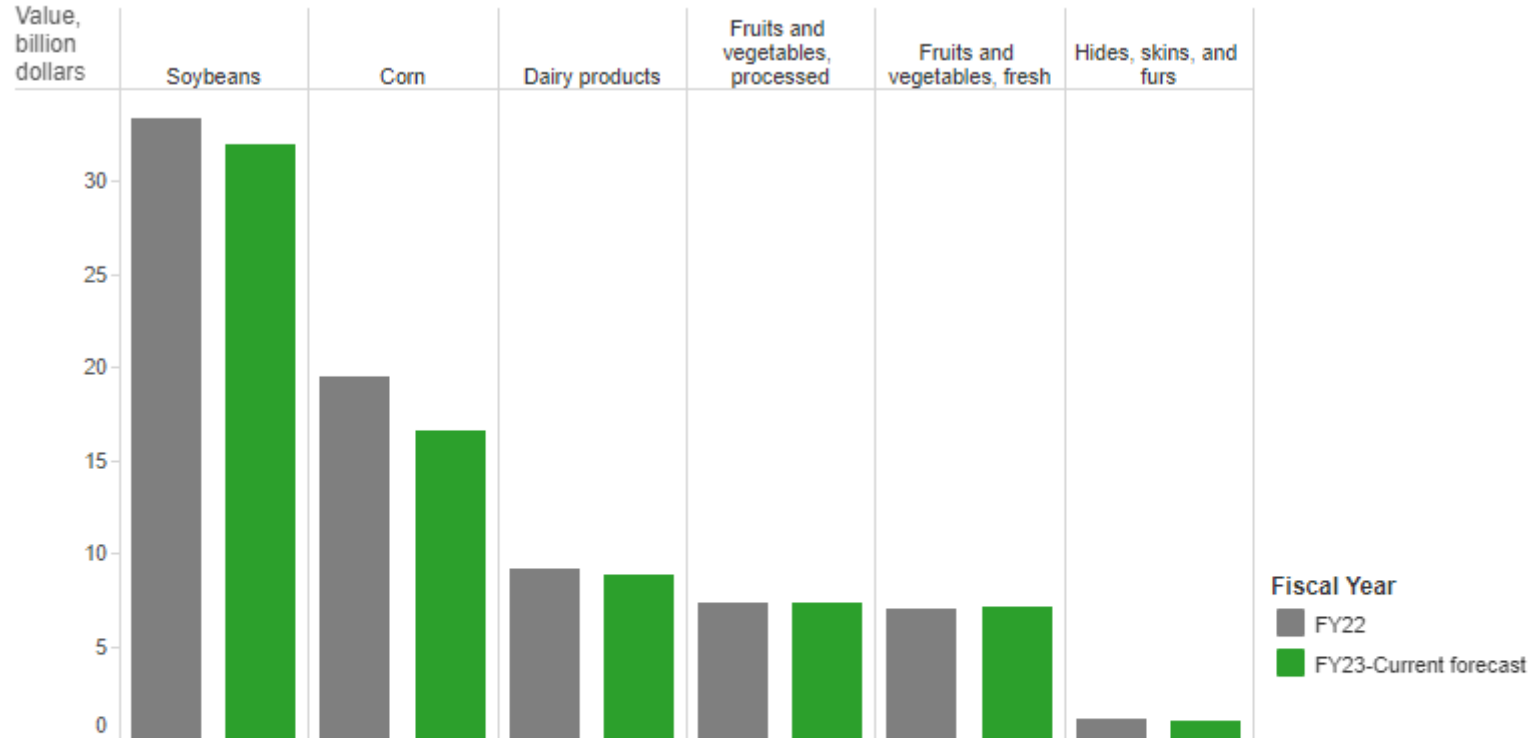
Note: Fiscal year (FY) covers October 1 of the previous calendar year to September 30 of the listed year; values for some commodities are included in more than one figure (e.g., if both categories are selected, "Fruits, fresh" appears as a separate category and is also included in "Horticultural products"). To see how commodities are grouped, please refer to table 3 of the *Outlook for U.S. Agricultural Trade*; trade forecasts for the fiscal year are released quarterly. The previous FY 2023 forecast was released in November 2022, the FY 2023 current forecast was released in February 2023.

Source: USDA, Economic Research Service and USDA, Foreign Agricultural Service analysis and forecasts using data from U.S. Department of Commerce, Bureau of the Census.



- **Soybean** export value forecast at \$32.0 billion
 - Lower U.S. supplies and higher competition from Brazil
- **Corn** exports are forecast at \$16.6 billion.
 - Export sales remain at nearly half the level of the same time last year
 - Demand for U.S. corn has been slow
 - Competition from other exporters
 - Relatively high world market prices
- **Fruits and vegetables** among only agricultural exports forecast to increase in FY 2023
- **Dairy** exports are forecast at \$8.8 billion
 - Lower prices for nonfat dry milk powder, cheese, and butter
- **Hides and skins** forecast at \$1.0 billion
 - Weaker economic outlook expected to impact leather demand

U.S. exports by commodity



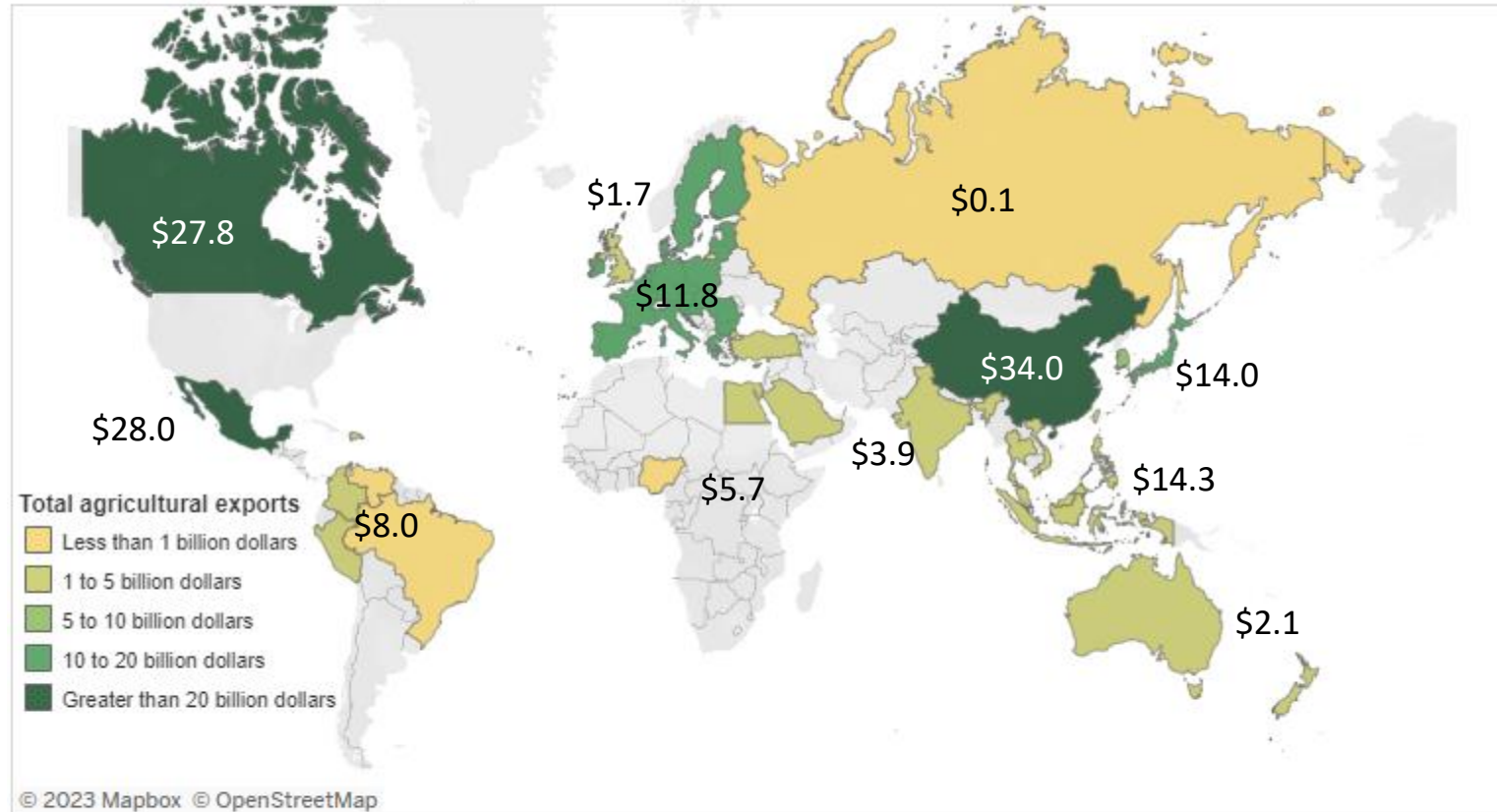
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Source: USDA, Economic Research Service and USDA, Foreign Agricultural Service analysis and forecasts using data from U.S. Department of Commerce, Bureau of the Census.



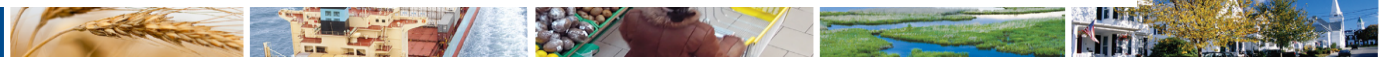
49% of U.S. agricultural exports are forecast to go to China, Mexico, and Canada in FY 2023

Total U.S. agricultural exports (billion dollars)



Note: Trade forecasts for the fiscal year (FY) are released quarterly. The previous FY 2023 forecast was released in November 2022, the FY 2023 current forecast was released in February 2023; Australia and New Zealand are combined into Oceania in this dataset.

Source: USDA, Economic Research Service and USDA, Foreign Agricultural Service analysis and forecasts using data from U.S. Department of Commerce, Bureau of the Census.



Tracking State-level agricultural exports

- Economic Research Service
 - [Foreign Agricultural Trade of the United States \(FATUS\)](#)
 - [State Agricultural Trade Data](#)
 - State Exports, Cash Receipts Estimates
 - State Trade by Country of Origin and Destination
- Department of Commerce, Bureau of the Census
 - [USA Trade Online](#)
- Foreign Agricultural Service
 - [Weekly Export Sales Data](#)
 - [Global Agricultural Trade System \(GATS\)](#)



Foreign Agricultural Trade of the United States (FATUS)

- Monthly
 - Export and Import totals
 - Year-to-date detail by commodity
- Annual (FY and CY)
 - Agricultural and non-ag totals
 - Top sources and destinations
 - By level of processing

U.S. agricultural exports, year-to-date and current months 1/						
	Dec.	Jan.	Change	Oct.-Jan.		Change
Item	2022	2023	Dec.-Jan.	2022	2023	2022-23
	Million dollars		Percent	Million dollars		Percent
Agricultural export value	17,031	17,024	0	68,283	69,062	1
Major bulk products	7,392	7,831	6	29,022	30,408	5
High-value products	9,623	9,174	-5	39,261	38,654	-2
Values						
Live animals	100	75	-25	482	443	-8
Red meats and products	1,564	1,441	-8	6,767	6,395	-5
Dairy products	726	702	-3	2,478	3,029	22
Hides and skins	83	81	-2	382	334	-13
Grains and feeds	3,228	3,194	-1	13,468	11,975	-11
Volumes						
	Thousand metric tons		Percent	Thousand metric tons		Percent
Nonfat dry milk	66	69	4	267	284	6
Coarse grains	3,798	3,262	-14	21,058	11,870	-44
Corn	3,692	3,171	-14	18,931	11,367	-40
Sorghum	102	87	-15	2,077	480	-77
Soybeans	8,295	8,559	3	35,664	36,302	2
All data are preliminary.						
1/ The value "0" indicates that a value was rounded to 0.						
2/ Thousand kiloliters.						
Source: USDA, Economic Research Service summary of data released by U.S. Department of Commerce, Bureau of the Census through March 8, 2023.						



ERS: State Agricultural Trade Data

State Trade by Country of Origin and Destination

- Value of exports from a State as recorded at the port
- Includes destination country
- Quarterly

Top 5 U.S. agricultural export commodities by State (fiscal year): Top export commodities report

~Dollar value~

Dollar value	Fiscal quarter				
Commodity and country	Fiscal Quarter 1	Fiscal Quarter 2	Fiscal Quarter 3	Fiscal Quarter 4	Fiscal Year Total
Dairy products					
World	142,163,824	143,136,127	192,678,461	179,434,398	657,412,810
Canada	40,440,997	32,827,911	41,848,315	46,141,099	161,258,322
China	21,063,154	17,355,331	27,858,507	31,134,797	97,411,789
South Korea	12,109,346	15,636,233	17,944,600	17,936,931	63,627,110
Mexico	7,693,634	8,356,821	12,616,848	17,618,193	46,285,496
Japan	8,972,944	11,617,688	15,738,011	9,620,758	45,949,401
Ethanol (non-beverage)					
World	85,124,711	72,374,947	67,234,476	84,382,135	309,116,269
Canada	84,910,724	71,986,864	66,815,615	83,990,177	307,703,380
Singapore	33,530	182,610	226,825	181,041	624,006
South Korea	77,147	73,799	64,112	49,694	264,752
China	24,378	60,869	45,252	36,325	166,824
Australia	37,099	32,207	39,346	12,033	120,685
Food preparations					
World	55,719,823	60,022,580	67,578,567	65,284,106	248,605,076
Canada	28,985,184	30,715,075	34,627,242	35,341,897	129,669,398
South Korea	5,373,723	6,601,313	10,075,382	6,056,088	28,106,506
Mexico	2,298,457	3,395,622	3,326,724	3,974,870	12,995,673
China	1,786,744	1,765,506	2,304,609	2,101,025	7,957,884
Philippines	1,443,278	1,495,394	1,491,814	2,151,049	6,581,535
Soybeans					
World	119,431,306	29,060,062	46,620,583	28,375,795	223,487,746
China	73,559,653	2,526,800	204,845	45,000	76,336,298
Mexico	5,480,585	12,060,621	1,021,297	6,839,787	25,402,290
Vietnam	2,523,919	2,729,862	5,724,064	11,137,619	22,115,464
Indonesia	5,186,065	5,891,621	8,802,798	2,091,452	21,971,936
Egypt			18,518,409	0	18,518,409
Beef and beef products					
World	46,685,574	50,846,534	47,258,594	45,692,282	190,482,984
South Korea	18,405,812	17,188,876	13,952,372	13,774,068	63,321,128
Canada	9,475,562	13,728,447	14,162,085	14,579,609	51,945,703
Japan	5,193,416	6,789,435	5,875,763	7,143,474	25,002,088
China	4,217,103	4,980,910	5,064,871	2,622,245	16,885,129
Hong Kong	2,999,200	1,306,530	1,685,315	2,442,887	8,433,932

NFSOI = Not elsewhere specified or indicated.

State Exports, Cash Receipts Estimates

- Detailed value of exports produced in a State
- No destination country information
- Annual

U.S. agricultural exports, State detail by commodity

Wisconsin	2000	2021
Beef and veal	62.1	228.4
Pork	12.6	54.3
Hides and skins	24.1	20.5
Other livestock products 1/	61.5	88.8
Dairy products	127.9	1,077.6
Broiler meat	5.3	14.2
Other poultry products 2/	19.2	32.5
Vegetables, fresh	31.0	90.6
Vegetables, processed	47.2	182.7
Fruits, fresh	12.8	35.7
Fruits, processed	11.8	31.3
Tree nuts	0.0	0.0
Rice	0.0	0.0
Wheat	12.0	51.0
Corn	166.8	550.0
Feeds and other feed grains 3/	99.9	309.5
Grain products, processed	36.6	93.7
Soybeans	89.4	632.6
Soybean meal	21.7	129.6
Vegetable oils	18.2	83.4
Other oilseeds and products 4/	0.5	0.0
Cotton	0.0	0.0
Tobacco	2.2	0.0
Other plant products 5/	58.6	342.6
Total agricultural exports	921.6	4,049.2
Total animal products	312.8	1,516.3
Total plant products	608.8	2,532.8



Global Agricultural Trade System (GATS)

USDA United States Department of Agriculture Foreign Agricultural Service

Global Agricultural Trade System Online

Navigation: GATS Home | Reports | Analytics | Reference Info | Help | Contact Us | User Settings

You are here: FAS Home / Searchable Databases / Analytics / Data Analytics / Standard Query

Standard Query

Data Source: U.S. States | Product Type: Exports | Product Groups: BICO (HS-6)*

Reporters: Connecticut, Massachusetts, Maine, New Hampshire, New Jersey

Partners: World Total, All Regions, All Partner Groups, All Partners

Products: Agricultural Total, Agricultural & Related Products Total, All Aggregate Groups, All Aggregates

Commodity Search: Text [] Go Clear

Statistics: Value: Value | Thousands

Data

Printer Friendly | Other Formats | Create CSV File | Calculation Formulas | Change Base Year | 2022

Area/Partners of Destination: January - December
 And Commodities Exported: Cumulative To Date Values in Thousands of dollars

U.S. State		Partner		Product		2018	2019	2020	2021	2022	Jan - Jan 2022	Jan - Jan 2023	Period/Period % Change (Value)	
						Value	Value	Value	Value	Value	Value	Value		
<input type="checkbox"/>	1	Wisconsin	1 +	World Total	1 +	Consumer Oriented Agricultural Total	1,933,533	1,873,247	1,925,281	2,170,717	2,314,651	168,338	169,830	1
<input type="checkbox"/>	1	Wisconsin	1 +	World Total	2 +	Intermediate Agricultural Total	792,415	722,189	648,715	851,588	990,149	85,837	73,982	-14
<input type="checkbox"/>	1	Wisconsin	1 +	World Total	3 +	Bulk Agricultural Total	311,496	306,889	322,306	361,633	357,339	23,196	24,292	5
<input type="checkbox"/>	1	Wisconsin	1 +	World Total	4 +	Agricultural Related Product Total	285,378	246,191	250,329	285,014	250,509	17,134	18,323	7
		Grand Total					3,322,822	3,148,516	3,146,631	3,668,951	3,912,648	294,505	286,427	-3

Notes:
 1. Data Source: U.S. Census Bureau Trade Data, U.S. State Export Data
 2. Product Group : BICO-HS6
 3. [Click here for the limitations of the United States State Export Data](#)





Economic Research Service
U.S. DEPARTMENT OF AGRICULTURE

ERS Agricultural Trade Multipliers

Presenter: *Wendy Zeng*

Team: *Wendy Zeng, Fengxia Dong, Megan Husby*

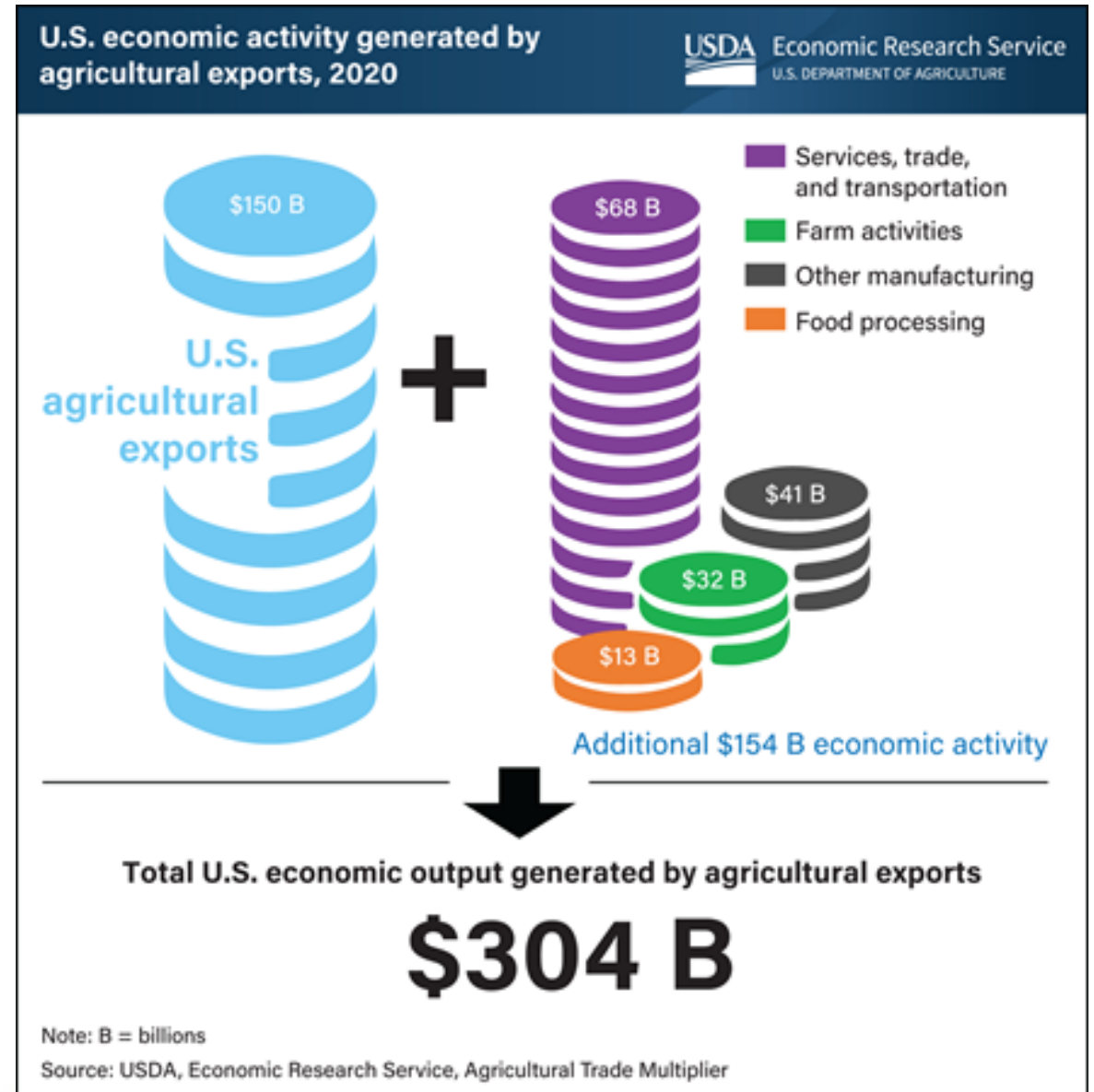
*USDA Economic Research Service
March 29, 2023*

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U.S. agricultural exports of **\$177.3 billion** generated an additional **\$190.5 billion** in U.S. economic activity in 2021

- Supported over 1.2 million civilian jobs
- Output multiplier: \$1.07 of additional economic activity per dollar of agricultural exports
- Employment multiplier: 6,939 jobs per \$1 billion of agricultural exports



Roadmap

- What are ERS Agricultural Trade Multipliers (ATM)?
- Effects of trade on U.S. economy
 - Industry and commodity export multipliers
 - Import benefits



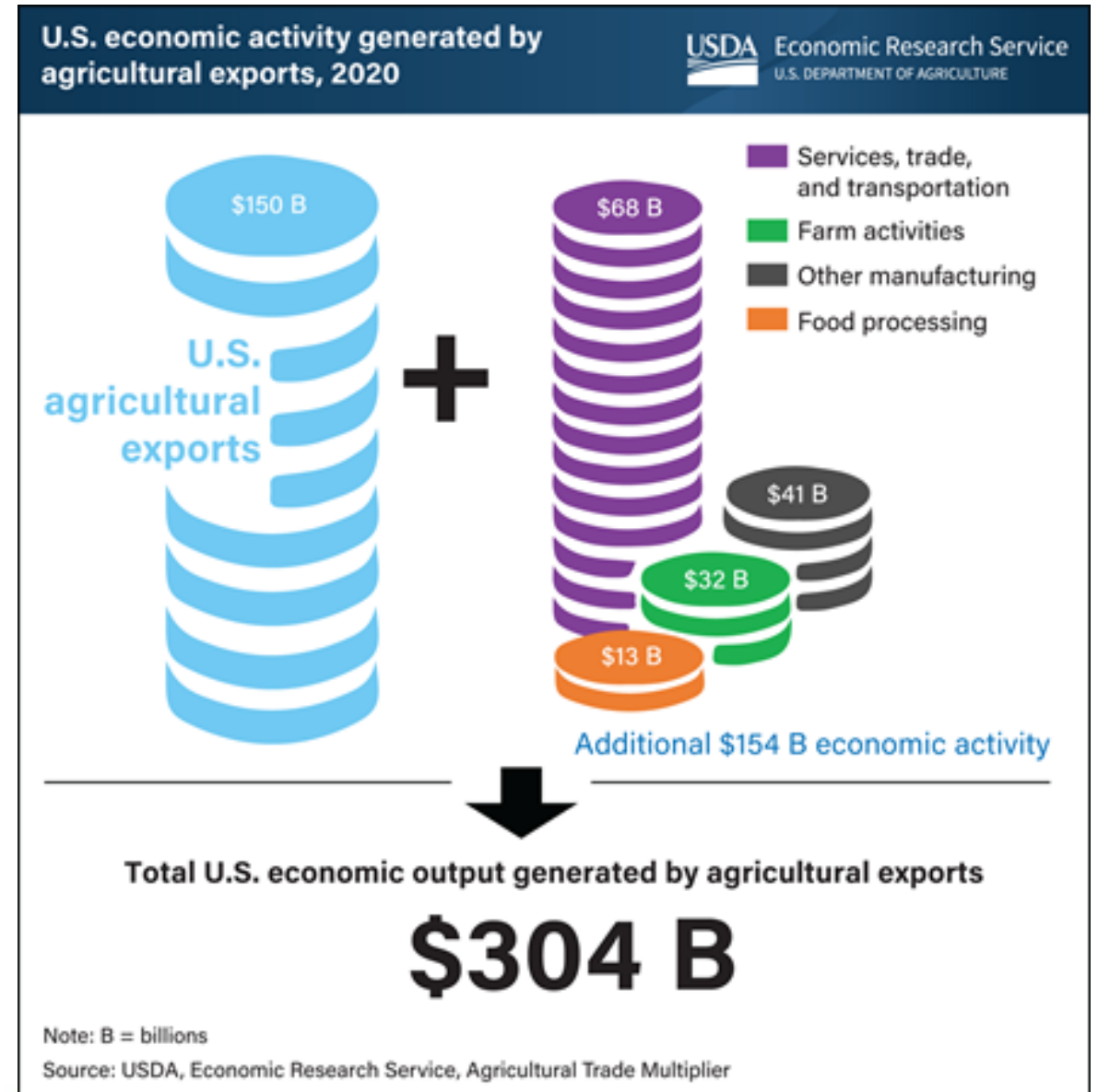
What are ERS Agricultural Trade Multipliers (ATM)?

- Relationship between agricultural exports and economic activity
 - Measure effect of exports on the U.S. economy
 - Input – Output model
 - represent interdependencies between different sectors
- **Definition:** The Agricultural Trade Multipliers provide annual estimates of employment and output effects of trade in farm and food products on the U.S. economy.



U.S. agricultural exports of **\$177.3 billion** generated an additional **\$190.5 billion** in U.S. economic activity in 2021

- Corresponds to output multiplier of \$1.07 of additional economic activity for each dollar of agricultural exports ($\$190.5 \text{ billion} \div \$177.3 \text{ billion} = 1.07$)
- U.S. agricultural exports required over 1.2 million civilian jobs (FTE)
- Employment multiplier: 6,939 jobs per \$1 billion of agricultural exports



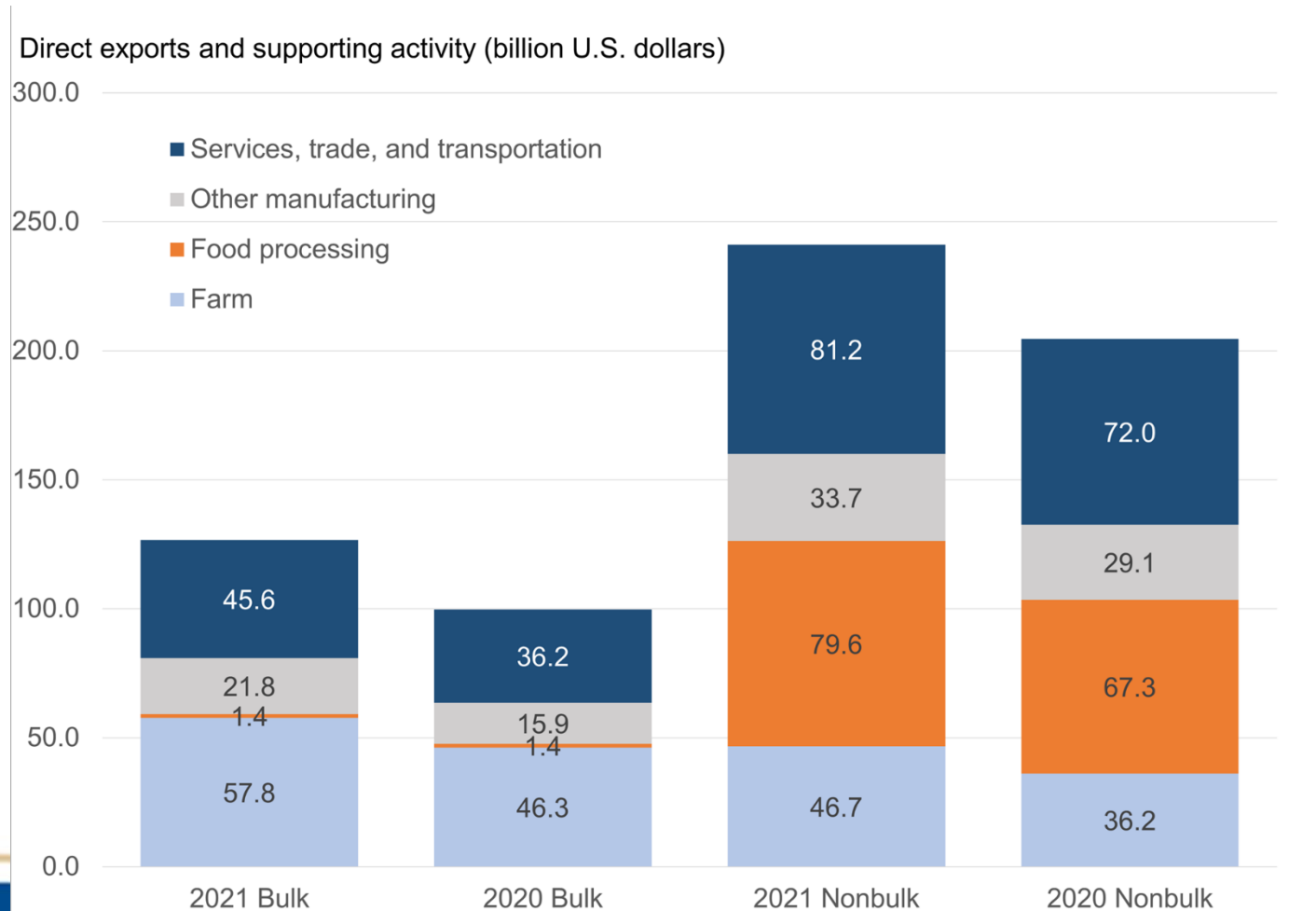
Agricultural trade multipliers for select products

Product Group	Employment Multiplier (FTEs/\$B export)	Additional Economic Activity Multiplier (\$/\$ export)
Soybeans	6,702	0.72
Corn	7,848	1.11
Bovine meat	8,784	1.83
Cotton	7,128	1.87
Cheese	9,260	2.08

Source: USDA, Economic Research Service, Agricultural Trade Multiplier.



Agricultural exports supported more business activity in 2021 than in 2020



Source: USDA, Economic Research Service (ERS) estimates of agricultural trade impacts based on Agricultural Trade Multipliers data product.



What about U.S. agricultural imports?

Both agricultural exports and imports have a net positive impact on the U.S. economy:

- Total economic activity generated by U.S. agricultural exports: \$368 billion
- The U.S. economy often adds value onto agricultural imports with additional U.S. goods and services
 - Imported cattle fed with U.S.-grown feedstuffs
 - Slaughtered and processed in the U.S.
- Net economic activity generated by competitive U.S. agricultural imports: \$30 billion
 - Farm sector, \$14 billion
 - Food processing, -\$62 billion
 - Other manufacturing, -\$2 billion
 - Services, trade, and transportation, \$80 billion





www.ers.usda.gov



www.ers.usda.gov/data-products/charts-of-note



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Questions about Agricultural Trade Multipliers?

Wendy Zeng, wendy.zeng@usda.gov

- <https://www.ers.usda.gov/data-products/agricultural-trade-multipliers/>
- Latest set of multipliers released March 2023 (2021 data)



International Agribusiness Center Team

We are here to help!



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USDA TRADE MISSION TO SPAIN



DATCP TRADE PROMOTION ACTIVITIES: JANUARY – JUNE 2023

March 9-10, VIV Asia, Bangkok, Thailand Agricultural Trade Show and Buyers Mission

WIAE, USLGE, Food Export-funded, 9 Wisconsin companies, one organization

Leads: Luis Santana, Jennifer Lu

March 28-30, SIAL Americas, Las Vegas, Food Show, Dairy Farmers of Wisconsin Stand

WIAE-funded, 2 Wisconsin companies

Lead: Shirley Acedo

April 25-28, Food & Hotel Asia, Singapore, Food Export Pavilion, Food Show PLUS!

Food Export-funded, 5 Wisconsin companies

Lead: Lisa Stout



DATCP TRADE PROMOTION ACTIVITIES: JANUARY – JUNE 2023

May 2-7, SIAM, Meknes, Morocco - Agricultural Show Wisconsin, Pavilion

USLGE, STEP-funded – 4 Wisconsin genetics companies; recruiting

Lead: Luis Santana

May 9-12, Interzum, Cologne, Germany - Wood Products Show, Wisconsin Pavilion

STEP-funded – 4 Wisconsin wood products companies

Lead: Jennifer Lu

June 5-9, Wisconsin Inbound Wood Buyers Mission

WIAE-funded – 12 Wisconsin wood products companies

Lead: Jennifer Lu



DATCP TRADE PROMOTION ACTIVITIES: JANUARY – JUNE 2023

June 8-11, Semana Verde, Galicia, Spain, Agricultural Products Show, Wisconsin Stand

STEP-funded – Wisconsin livestock, genetics and feed companies recruiting

Lead: Luis Santana

June 10-16, Wisconsin Agricultural Trade Mission to the UK, London and Manchester

WIAE-funded – 6 Wisconsin companies, recruiting one more: dairy, genetics, feed, wood, ginseng, craft distilled spirits and beers, food products

Leads: Secretary Romanski, Shirley Acedo, Jennifer Lu, Mark Rhoda-Reis

For more information on DATCP, USDA and other food and agriculture trade promotion activities, visit:

<https://datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx>



FY23 YEAR-TO-DATE: MARCH

BUDGET: \$558,400, COMPANIES IMPACTED: 239

Amount	Item	Companies Impacted
\$ 306,731	Trade Promotion Activities	199
	• FONA Holstein Show - WI Pavilion, August 2022	8 actual
	• China Dairy Expo – WI Pavilion, September 2022	9 actual
	• SIAL Paris – Specialty Cheese Pavilion, October 2022	2 actual
	• World Dairy Expo – Dairy Genetics Workshop, Global Dairy Symposium, Inbound Buyer – Indonesia, October 2022	112 actual
	• Winter Fancy Food – Thai Cheese Buyers, January 2023	20 actual
	• GulFood, WI Pavilion - Dubai, UAE, February 2023	2 actual
	• VIV Asia Genetics and Feed, WI Pavilion – Bangkok, Thailand, March 2023	9 actual
	• SIAL America Show, DFW Pavilion – Las Vegas, April 2023	10 estimated
	• ThaiFex Show, DFW Pavilion – Bangkok, Thailand, May 2023	8 estimated
• Inbound Wood Buyers Mission – Wisconsin, June 2023	12 estimated	
• DATCP Trade Mission, Secretary-led – United Kingdom, June 2023	7 estimated	
\$ 52,000	IMAG & ExporTech™ scholarships – (meat, crops)	3 estimated
\$ 199,669	Export Expansion Grants – 7 organizations granted (meat, crops)	35 estimated



FY22 & FY23 DAIRY EXPORT GRANT FUNDING – \$883,191

Amount	Item	Companies Impacted
\$ 35,000	FY23 IMAG dairy – 5 applications, 2 awarded	2 actual
\$ 483,980	FY23 Export Expansion dairy – 6 organizations granted	30 estimated
\$ 287,098	FY22 IMAG dairy, Export Expansion, ExporTech	1 actual 30 estimated
\$ 806,078	Total Dairy Grant funding awarded to date; \$77,113 remaining	3 actual 30 estimated



FY23 GRANTS: IMAG, EXPORT EXPANSION TOTAL: \$770,679

IMAG Grant – 5 companies applied

- 3 companies: WIAE funding (crop) – \$52,000
- 2 companies: dairy grant funding (dairy) – \$35,000
- Total: \$87,000 – 3 companies awarded to date: 40% dairy, 60% crop

Export Expansion Grant – 9 organizations awarded

- 6 organizations – Dairy Grant funding - \$483,980
- 3 organizations – WIAE funding (meat & crop) - \$199,699
- Total: \$683,679 - 70% dairy, 15% crop, 15% meat

ExporTech™ – one awardee (meat)



FY23 EXPORT EXPANSION GRANT RECIPIENTS

- Dairy Farmers of Wisconsin
- Wisconsin Cheese Makers Association
- Professional Dairy Producers of Wisconsin
- Center for Dairy Research
- UW River Falls - Brady
- World Dairy Expo
- UW Madison - Poulsen
- Wisconsin Beef Council
- Wisconsin Potato and Vegetable Growers Association

FY22 & FY23

Amount	Item	Product Group %
\$ 489,742	Trade Promotion Activities	36% Dairy 24% Meat 40% Crop
\$ 132,000	International Market Access Grant and ExporTech	38% Dairy 9% Meat 53% Crop
\$1,248,233	Export Expansion Grant	61% Dairy 19% Meat 20% Crop
\$1,869,975	Total	52% Dairy 20% Meat 28% Crop



FY24 ACTIVITY PLAN

Companies Impacted - 100

Amount	Activity	Companies Impacted
\$ 780,000	Trade Promotion Activities FY24	
	• Trade Show - Agrofarm at AGRAME, UAE – October 2023	5 estimated
	• Trade Show – ANUGA, Germany – October 2023	4 estimated
	• Trade Show – SIAM Morocco – February 2024	4 estimated
	• Trade Show – Gulfood, UAE – February 2024	2 estimated
	• Trade Show – Carrefour Wood Show, France – May 2024	3 estimated
	• Trade Show – Thaifex Food Show, Thailand – May 2024	5 estimated
	• Trade Show – China Dairy Expo – June 2024	3 estimated
	• Trade Mission – Secretary-led, Colombia, Chile – Q4	8 estimated
	• Export Education/Seminars	40 estimated
• Social Media Campaign – New Zealand Q2-Q4	5 estimated	
• Food and Agricultural Track on 2 WEDC Trade Missions, TBD	8 estimated	
\$220,000	IMAG & ExporTech™ Scholarships	16 estimated



FY25 ACTIVITY PLAN

Companies Assisted - 105

Amount	Activity	Companies Impacted
\$ 780,000	Trade Promotion Activities FY24	
	• Trade Mission – Thailand Dairy Products – FY Q2	6 estimated
	• Trade Show – Agrofarm at AGRAME, UAE – October 2024	5 estimated
	• Trade Show – SIAL, France – October 2024	4 estimated
	• Trade Show – SIAM, Morocco – February 2025	4 estimated
	• Trade Show – Gulfood, UAE – February 2025	2 estimated
	• Trade Show – Carrefour Wood Show, France – May 2025	3 estimated
	• Trade Show – China Dairy Expo – June 2024	5 estimated
	• Trade Mission – Secretary-led, Eastern Africa – Q4	6 estimated
	• Export Education/Seminars	40 estimated
	• Social Media Campaign – Dairy Genetics Q2-Q4	6 estimated
• Food and Agricultural Track on 2 WEDC Trade Missions, TBD	8 estimated	
\$220,000	IMAG & ExporTech™ Scholarships	16 estimated



FY23 WEDC TRADE VENTURES



ECONOMIC WELL-BEING SMALL BUSINESS BUSINESS DEVELOPMENT ENTREPRENEURS EXPORT COMMUNITY RURAL PROSPERITY INSIDE WEDC



<https://wedc.org/programs-and-resources/global-trade-ventures/>

Global Trade Ventures

TRADE VENTURES

ACHIEVING YOUR INTERNATIONAL OBJECTIVES

Personal contact creates business opportunities. But that's not always easy when your target market is thousands of miles away. That's where WEDC comes in.

Whether you're looking for customers or distributors to help you expand your global reach (or both), WEDC's targeted trade ventures will help you build the relationships necessary for increased international sales.

As a member of a WEDC trade venture delegation, you will receive a high-level country briefing from WEDC's market development director before commencing a well-organized tour of the country's major markets. At each stop, you will participate in pre-arranged, customized meetings with companies whose needs or capabilities align with your export objectives.



UPCOMING TRADE VENTURES

Consider joining us for this upcoming trade venture:

- **The Netherlands and Belgium** (Amsterdam and Brussels),
This trip will be rescheduled, check back for future dates.

Registration for trade ventures will be available on a rolling basis. Please check back, or click the button below to express interest.



UPCOMING DATES

WAXC Webinars

- August 16 – Exportech Program
- November 15 – ESG and Sustainability
- December 13 – Export Expansion Recap
- January 17 – Export Expansion Recap

WAXC Council Meeting

- September 6

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL AGENDA

- Future Topics
- Election of Chair and Vice Chair
- Adjourn



Thank you!



International Agribusiness Center

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