



Exporting Wisconsin Animal Feed

International Agribusiness Center

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

January 2022

UNDERSTANDING VALUE ADDED FEED

Commodity Feed — Animal feed that is traditionally harvested, that has not endured any form of augmentation through additives or mixtures.

Value-Added Feed — Animal feed that has been enhanced through additive ingredients or mixtures to augment outcomes of feed on livestock.

Value-Added Feed Ingredients — Additives or functional feed ingredients used to augment traditional base feeds like corn, wheat, sorghum and soybean meal. These products come in liquid and dry forms and can be pre-mixed into existing feeds.



DEVELOPING AN EXPORT STRATEGY

Our staff can help you assess your company's export readiness



Develop an export plan that includes

- ✓ Realistic objectives and measurable goals
- ✓ A marketing component
- ✓ Action steps for executing export of product
- ✓ Export budget

Find a sample export plan here, <https://www.trade.gov/sample-export-plan>

Also, the Wisconsin Economic Development Center offers ExporTech™, a proven export strategy development program where companies develop a customized export plan.

*See resources page for additional sample export plan resources



IDENTIFY TOP MARKETS FOR COMPETITIVE ADVANTAGE

Accurate, up-to-date market intelligence is essential to identify countries with the most potential for your product(s)



SCREEN POTENTIAL
MARKET OPPORTUNITIES



ASSESS AND SELECT
THE TOP MARKETS



DEVELOP YOUR STRATEGY
AND MARKET ENTRY
PLAN



Leverage market research through these resources:

- [American Feed Industry Association \(AFIA\)](#) – Policy issues relating to feed, industry events, resources
- [Food Export Association of the Midwest](#) – country market profile reports and obtain market research by participating in the Market Builder Program **Requires registration with participation fees for some services.* Food Export's new [U.S. Feedlink](#), to be released in July, will have export information, market trends, events, etc.
- [Global Agricultural Information Network \(GAIN\)](#) – search by country, product and exporter assistance reports. Reports include exporter guide, retail foods, food processing ingredients, HRI and many more
- [USDA Foreign Agricultural Service \(FAS\)](#) – export data, world market reports, foreign buyer trade leads
- [U.S. Free Trade Agreements \(FTAs\)](#) – current agreements with the U.S. These agreements provide low or duty-free market access



INDUSTRY AND PRODUCT CLASSIFICATION

Every product has a unique classification number, known as a harmonized system code, HS Code.

A HS Code is the standard numerical method that is used globally across international trade in order to accurately identify traded products at a basic 6-digit level and 8 or 10-digit levels for country-specific definitions.

Why?

- Used by customs authorities in every part of the world in order to allocate the correct rate of duty and tax for each product.

Access the [Food Export Helpline](#)* for a one-on-one consultation to help determine the correct HS code

For more visit, [Export Essentials Module 2: Classify Your Products for Export](#)*

**Requires Free Registration*



IDENTIFY MARKET ENTRY REQUIREMENTS

Determine the import requirements for your products as each country has different market entry requirements including import quotas, licensing, labeling and tariffs.

Resources:

- [USDA's Food and Agricultural Import and Regulations Standards Reports \(FAIRS\)](#)
- [Global Agricultural Information Network \(GAIN\)](#)



PREPARING EXPORT DOCUMENTATION - CERTIFICATES

Proper documentation is crucial for exporting feed products. We offer a [How to Obtain Export Documents Presentation](#) that outlines certificates including:

1. **cGMP Certificates** - attests to DATCP's knowledge that the facility is licensed and in good standing, based on DATCP records
2. **Feed Product Certificates** - attests that the label attached to the Certificate is compliant with Wisconsin regulations and rules, and the product is free for distribution in the state of Wisconsin
3. **License Certificates** - attests that the licensee is permitted to manufacture and distribute commercial animal feed in the state of Wisconsin

For steps on how to apply, please refer to the How to Obtain Export Documents on the DATCP website

https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx



PREPARING EXPORT DOCUMENTATION - CERTIFICATES

The [Export Certificate Guidelines document](#) outlines certificates issued by:

- **The Agricultural Chemical Bureau** - provides notarized certificates for the following products: livestock feeds, some pet foods, feed additives, feed ingredients
- **U.S. Food and Drug Administration** - indicate that the food product or ingredient is regulated by the FDA and is not subject to any enforcement action
 - health certificates for food/feed (currently required primarily by the European Union (EU) and is usually consignment-specific)
 - Compliance with Good Manufacturing Practices: FDA performs inspections for compliance with cGMP regulations for drug, biologic, medical devices, human food and animal feed manufacturers that are registered and listed with the Agency
- **American Feed Industry Association** – Manufacturing Processing Certification Resources



FINDING QUALIFIED FOREIGN BUYERS & HOW TO PREPARE FOR MEETINGS

There are a multitude of avenues to attract and obtain foreign buyers that are fit for your product(s). Consider the following:



- [Food Export Trade Missions](#) *
- [Food Export Buyer's Missions](#)*
- [USDA International and Domestic Trade Shows](#)
- [DATCP International Agribusiness Center Calendar](#)
- [WEDC Global Trade Ventures](#)

Everything you need to know before you meet with a buyer can be found by viewing, [Export Essentials Module II: Preparing for Meeting with Buyers](#)* * Requires Registration



FOLLOW-UP WITH BUYERS

It's important to follow up with buyers. To be successful in developing trade relationships be sure to:

- Correspond quickly after meeting buyer(s)
- Provide information requested (accurate pricing, quoting of products and shipment)
- Provide your contact information (email, phone number, website)
- Follow up on the follow up

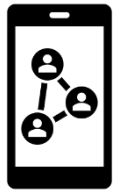
For more information view: [Food Export Webinar](#), * How To: Best Practices for Following Up After a Trade Event

**Requires Free Registration*



FUNDING FOR MARKET PROMOTION TO INCREASE MARKET SHARE

Access Food Export's Branded Program (export funding) that supports U.S. food and agriculture company's international marketing efforts by providing up to 50% cost reimbursement for a wide variety of international activities including:



- International website development
- Social Media advertisement
- Marketing and point-of-sale materials
- Package and label modifications
- Fees for exhibiting at select trade shows
- Freight costs for samples
- And more...

Learn more at <https://foodexport.org/programs-services/increase-market-share/branded-program/>



RESOURCES PAGE

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[Food Export Association of the Midwest – Market Builder Program, country market profile reports, Export Essentials, trade events, webinars, seminars and funding.](#) The new [U.S. Feedlink](#), to be released in July, will have export information, market trends, events, etc.

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QUESTIONS?

The International Agribusiness Center Team Is Ready to Help.



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