

International Agribusiness Center



Export Highlights – Full Year 2023

For information, contact:

Mark Rhoda-Reis, Bureau Director, (608) 400-5311, mark.rhodareis@wisconsin.gov

Highlights

Wisconsin food, forestry, and agriculture product exports reached \$3.87 billion in 2023, the third highest level on record. Since 2021, the Wisconsin Initiative for Agricultural Exports' (WIAE) base year, the state's export of dairy, meat, and crop products has grown a net of \$210 million, or 5.3%.

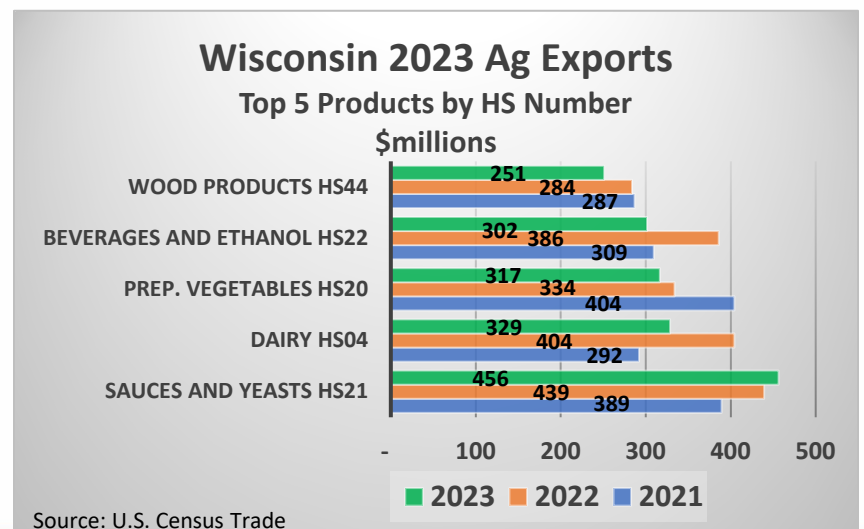
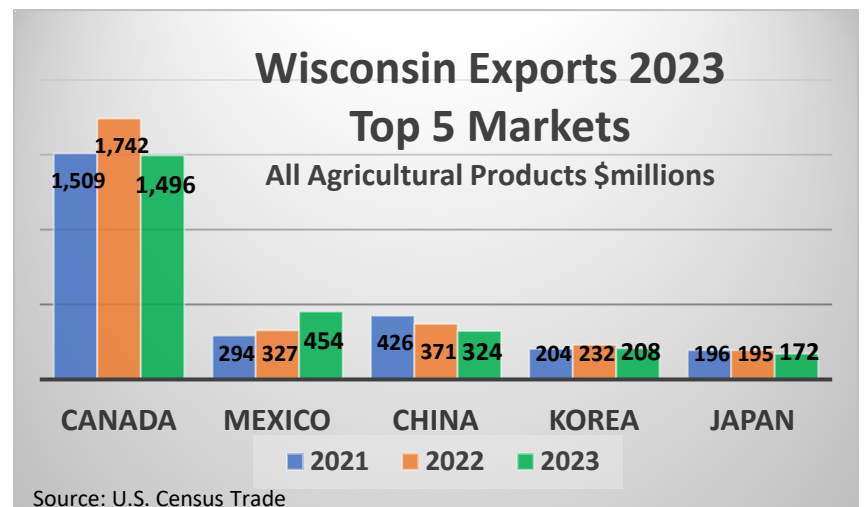
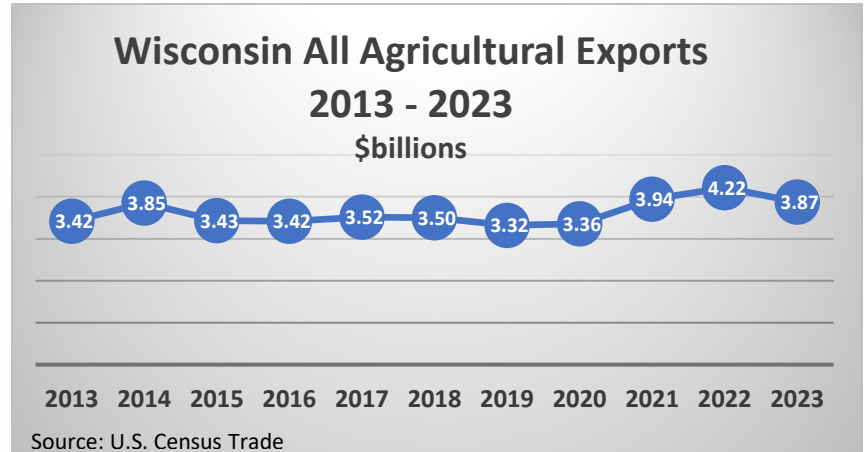
Post-COVID demand has dropped since 2022. In addition, the strong dollar in several export markets; international conflicts; continued tariff barriers in Europe, Aisa, and Canada; and the slowing economy in China are headwinds continuing into 2024.

U.S. agricultural exports in 2023 were \$199 billion, down -9.7% from 2022. **However, Wisconsin is number 11 in the U.S. for agricultural exports nationally by state, up from number 13.** The *USDA Outlook for U.S. Agricultural Trade November 2023* report forecasts federal fiscal 2024 exports will be down nearly \$2.5 billion from 2023, or 5.1%. The November forecast is down to the first and second highest years, 2021 and 2022, and close to 2023 levels.

Top Markets: Wisconsin's top five agricultural markets are Canada, Mexico, China, Korea, and Japan. Combined, these represent 69% of total exports. Mexico finished the year up nearly 39% from 2022 and has regained its number two position, surpassing China's record year in 2021.

Top Products: Wisconsin's top five agricultural product exports by Harmonized System Code (HS) make up nearly 43% of all exports. Sauces and yeasts (largest category) were up nearly 4% in 2023.

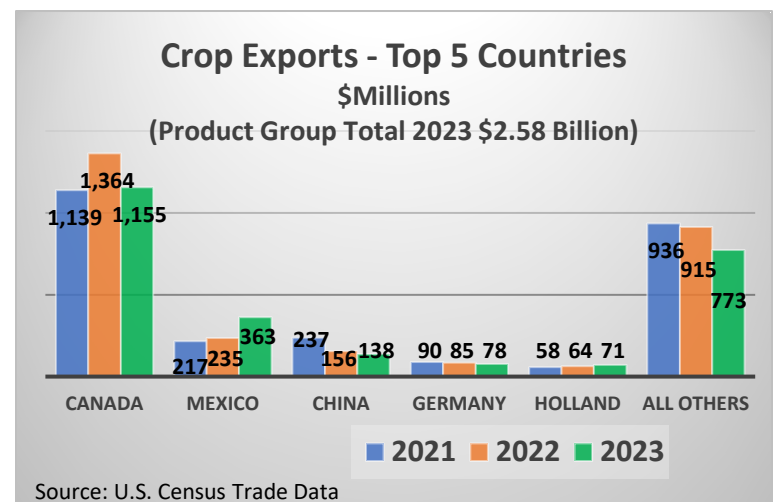
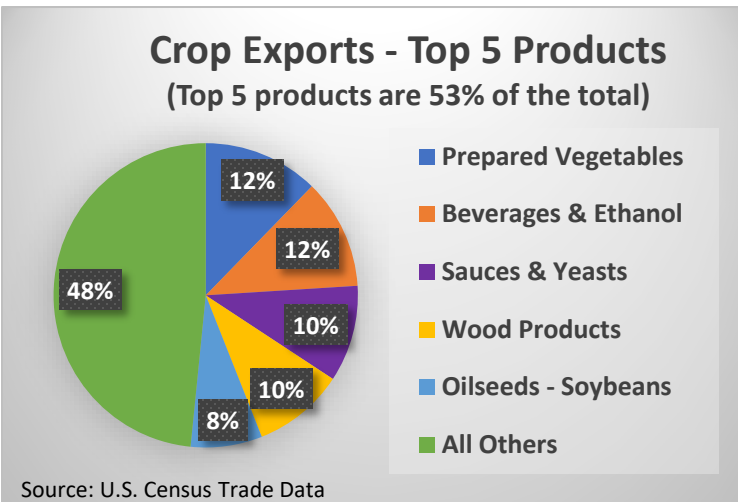
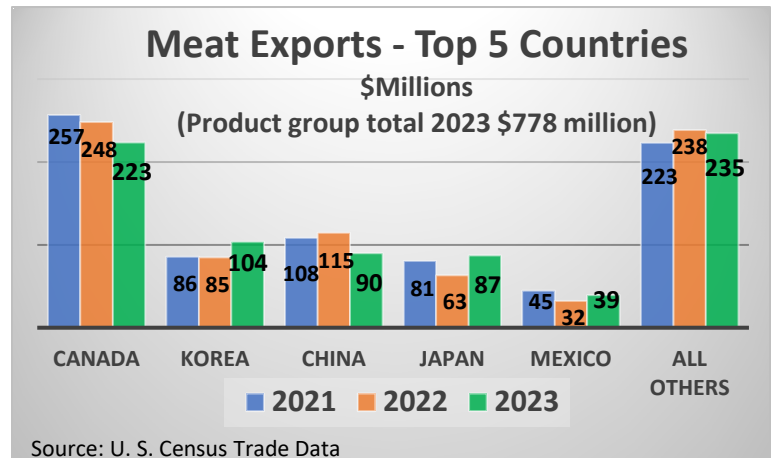
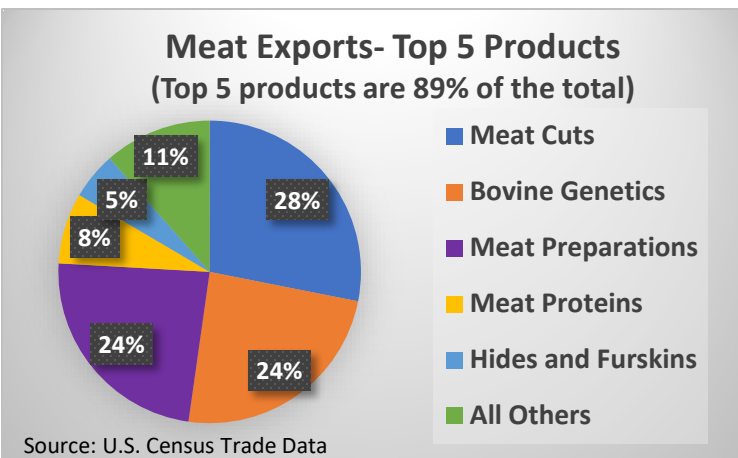
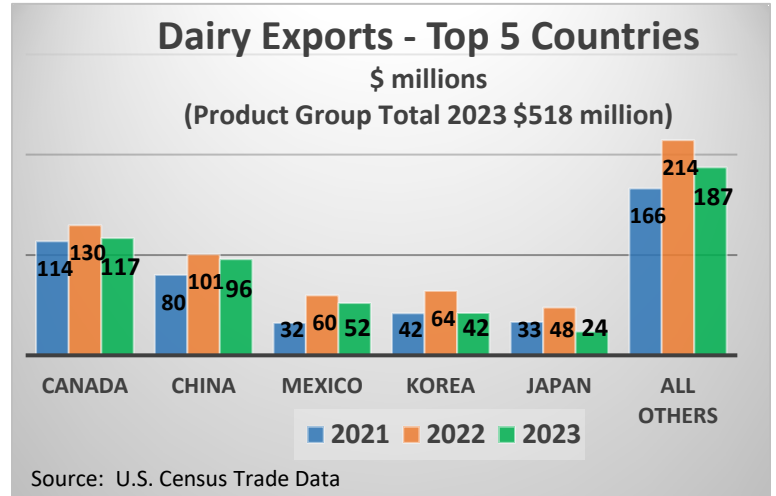
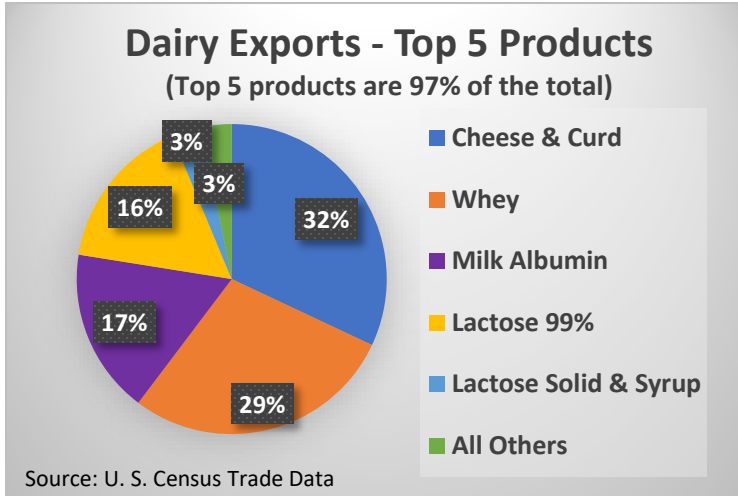
The top 10 individual products make up 68% of total exports. The remaining top exports are meat cuts, soybeans, bovine genetics and semen, meat preparations, and flavorings from plants. Soybeans were up nearly 12% in 2023, and meat cuts were up nearly 22%.



Product Group Highlights

The 2023 exports of \$3.87 billion in agricultural products is tracked in three product groups:

- **Dairy:** cheese, whey, lactose, and milk proteins — **13%** of all Wisconsin agricultural exports
- **Meat:** livestock, bovine genetics, hides, and furs — **20%** of all Wisconsin agricultural exports
- **Crop:** grains, forestry, processed foods, and beverages – **67%** of all Wisconsin agricultural exports



Wisconsin is number one in the U.S. for the export of ginseng, cranberries, specialty cheeses, prepared meats, dairy bovine genetics, and mink pelts.