



Wisconsin Department of Agriculture, Trade & Consumer Protection International Agribusiness Center

Wisconsin Agricultural Export Advisory Council – 23 September, 2022

WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- DATCP and WEDC Welcome
- Approval of May 4, 2022 Minutes
- Chair Welcome
- Public Comments
- Interim Meetings Recap: Freight and Logistics, Export Statistics
- USDA Trade Mission to United Kingdom and Philippines Recap
- Wisconsin Initiative for Agricultural Exports (WIAE) FY 22, Year to Date Quarter 2 Export Results and Finance Update
- WIAE FY 23 Plans and WEDC Trade Ventures
- FY 22 Export Expansion Grant Recipients Project Information
- Resources for export education, support and additional funding
- Discussion of future topics
- Adjourn



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- DATCP and WEDC Welcome
- Approval of May 4, 2022 Minutes
- Chair Welcome



PUBLIC APPEARANCES

5 4 3 2 1



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- Interim Meetings Recap
 - July 20 Freight and Logistics
 - August 17 Export Statistics



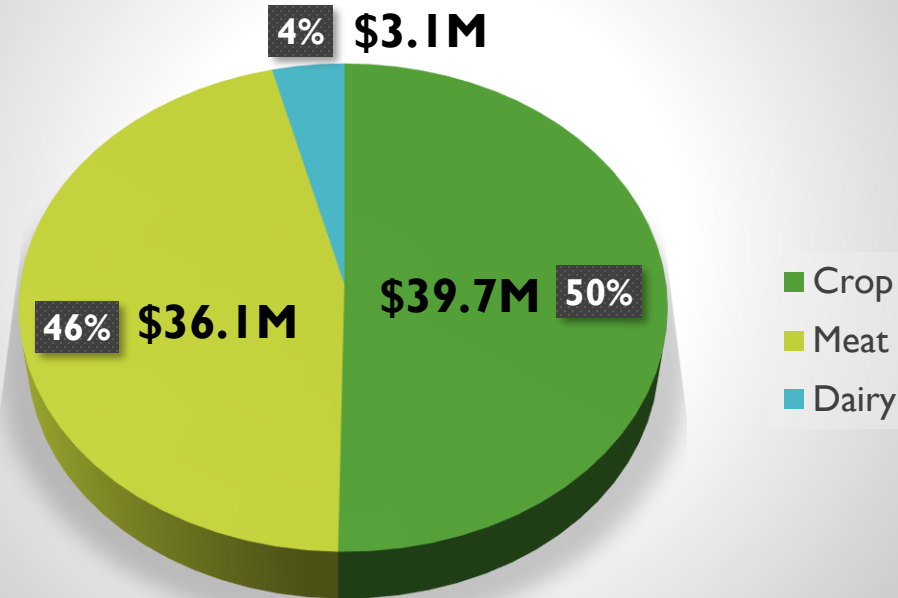
WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- **USDA Trade Missions to United Kingdom and Philippines Recap**
 - **UK, June 2022**
Randy Romanski, DATCP Secretary
 - **Philippines, July 2022**
Krista Knigge, Administrator, Division of Ag Development

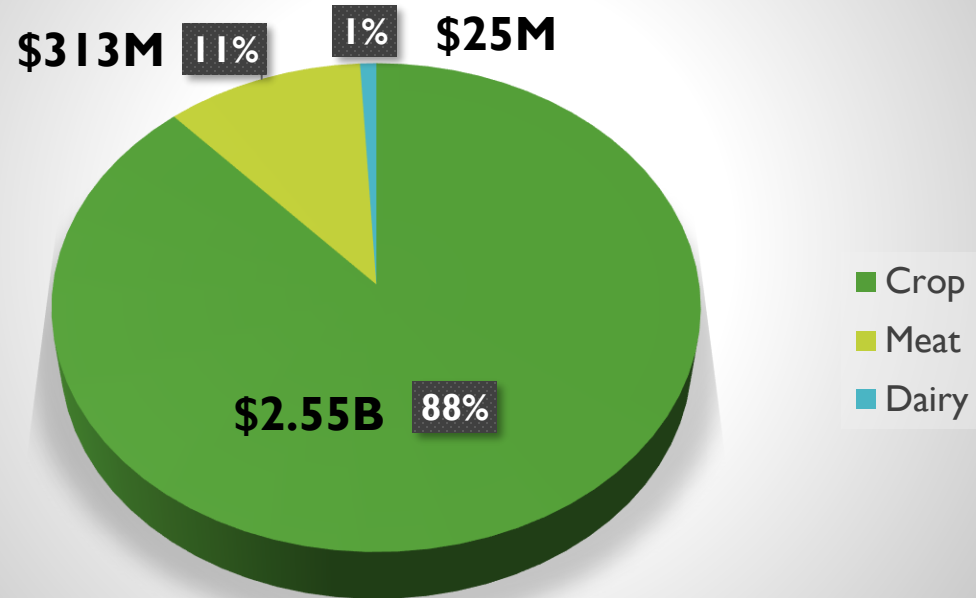


USDA AGRIBUSINESS TRADE MISSION – U.K. 2022

Wisconsin Dairy, Meat and Crop Export to the UK (2021)
\$78.9 million



US Dairy, Meat, and Crop Export to the UK (2021)
\$2.89 billion



USDA AGRIBUSINESS TRADE MISSION – U.K. 2022

Monday, June 20 – Tuesday, June 21 *Wisconsin Mission Advance Planning*

- Dairy Farm Visit - Holly Green Farm
- Food Retail Store Visits
- British American Business
- American Hardwood Export
- Council EU - American Hardwood Export, Softwood Export Council
- USDA Mission Introductory Reception



SUSTAINABILITY IN BRANDING – U.K. 2022

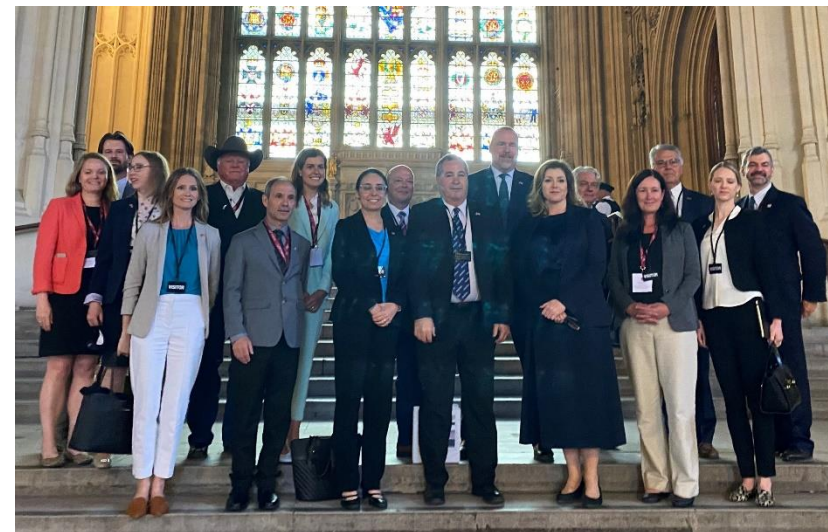


USDA AGRIBUSINESS TRADE MISSION – U.K. 2022

Wednesday, June 22 – Friday, June 24

USDA Mission Agenda

- Meeting with Agropur
- Market, Economic, and Political Briefings
- U.S. Embassy and U.K. Parliament Visit
- Minister of State for Trade Policy Visit
- Business Participants Reception
- Partidges Specialty Store
- Rothamsted Research Farm
- Winfield House Networking Event



USDA AGRIBUSINESS TRADE MISSION – U.K. 2022



USDA TRADE MISSION – PHILIPPINES 2022



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- Wisconsin Initiative for Agricultural Exports (WIAE) FY 22 Finance Update
- Year to Date Quarter 2 Export Results



WIAE BUDGET FY22 – \$558,400

Amount	Item	Companies Impacted
\$ 192,914	Trade Promotion Activities	
	• Forestry Exporter Training, March 2022	30 actual
	• National Restaurant Association, May 2022	4 actual
	• Trade Show – VIV Netherlands, May 2022	5 actual
	• Deli, Dairy, and Bakers Association, June 2022	3 actual
	• Japan Inbound Buyer, June 2022	3 actual
	• Pakistan Inbound Buyers Mission, June 2022	8 actual
	• FONA Holstein Show Mexico, August 2022	5 actual
	• China Dairy Expo Stand Space, September 2022	8 actual
	• Indonesia Inbound Buyers World Dairy Expo, October 2022	8 estimated
• Global Dairy Summit at World Dairy Expo, October 2022	25 estimated	
• SIAL Paris – Specialty Cheese Pavilion, October 2022	2 actual	
\$ 90,000	IMAG & ExporTech™ Scholarships – (meat and crops)	9 actual
\$ 275,486	Export Expansion Grants – 7 organizations granted (meat and crops)	35 estimated



DAIRY EXPORT GRANT FUNDING – \$883,191

Amount	Item	Companies Impacted
\$ 20,000	FY22 IMAG – 2 applications	2 actual
\$ 239,098	FY 22 Export Expansion – 6 organizations granted	25 estimated

(\$624,093 remaining of the \$883,191 for Dairy Export Projects FY23)



FY22 EXPORT GRANTS TO ORGANIZATIONS AND COMPANIES

IMAG Grant – 13 Agricultural companies applied and granted

- 11 companies in WIAE – 46% Crop, 36% Meat, 18% Dairy
- Two companies funded by WEDC

Export Expansion Grant – 18 organizations applied

- 13 granted – 49% Dairy, 27% Crop, 24% Meat

ExporTech™ support for agricultural producers – No awardees in FY22



TOTAL FY22 EXPENDITURES

Trade Promotion Activities	\$192,914	24%
Grants (IMAG & Export Expansion)	\$624,584	76%
Total Expenditures	\$817,498	

Estimated 158 companies impacted

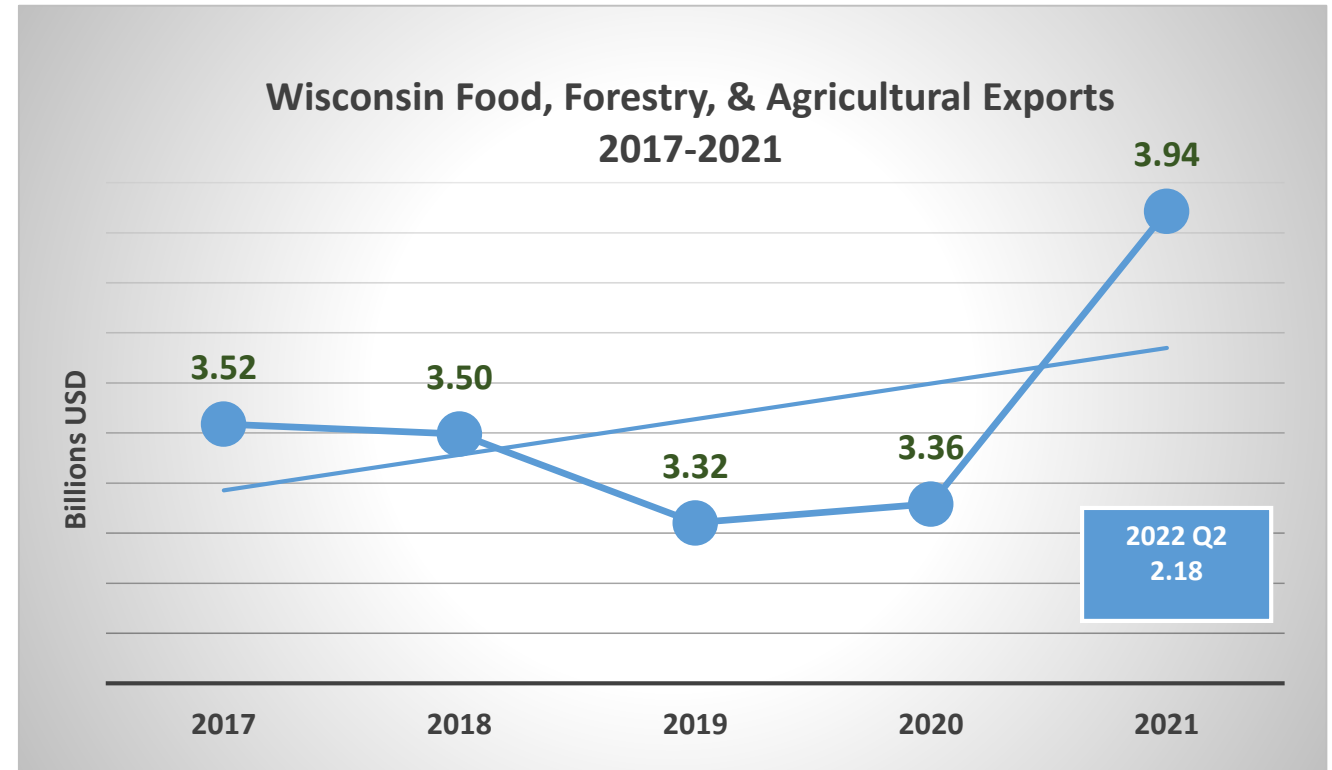


2022 YTD Q2 DAIRY, MEAT, AND CROP PRODUCT EXPORTS

\$2.18 BILLION, UP 14.1%

2022 YTD Q2 Highlights

- 2022 Wisconsin exports \$2.18 billion, up 14.1% from 2021
- 2022 U.S. exports \$15 billion, up 15% from 2021
- 2021 Wisconsin exports (full year) \$3.94 billion – all time high
- Five-year average (full year) \$3.53 billion

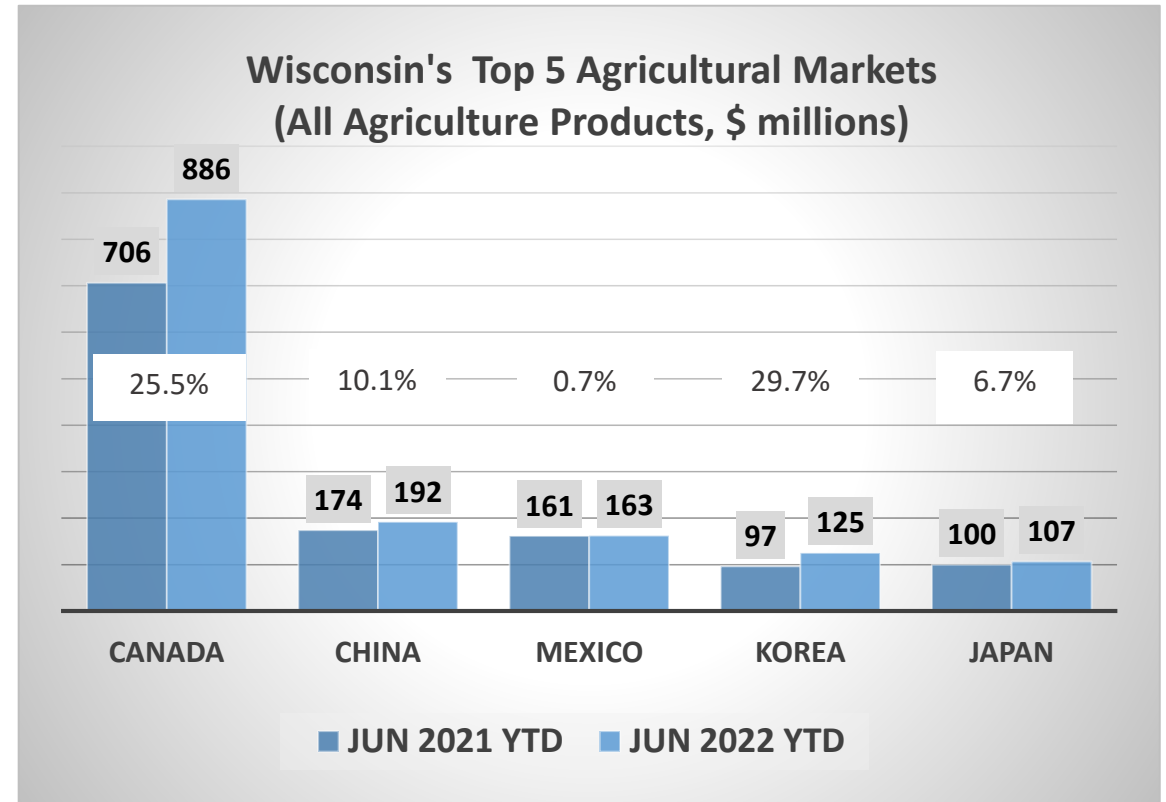


2022 DAIRY, MEAT, AND CROP PRODUCT EXPORTS

\$2.18 BILLION, UP 14.1%

Top 5 Market Highlights

- 68% of the total
- Three of the five are up double digits to a total of \$1.47 billion
- Korea and Canada are up strongly
 - Driven by gains in beverages (including ethanol) and sauces in Canada. Korea main drivers are dairy, meat and sauces
- Wisconsin ranks 13th in the U.S. for dairy, meat, and crop product exports.

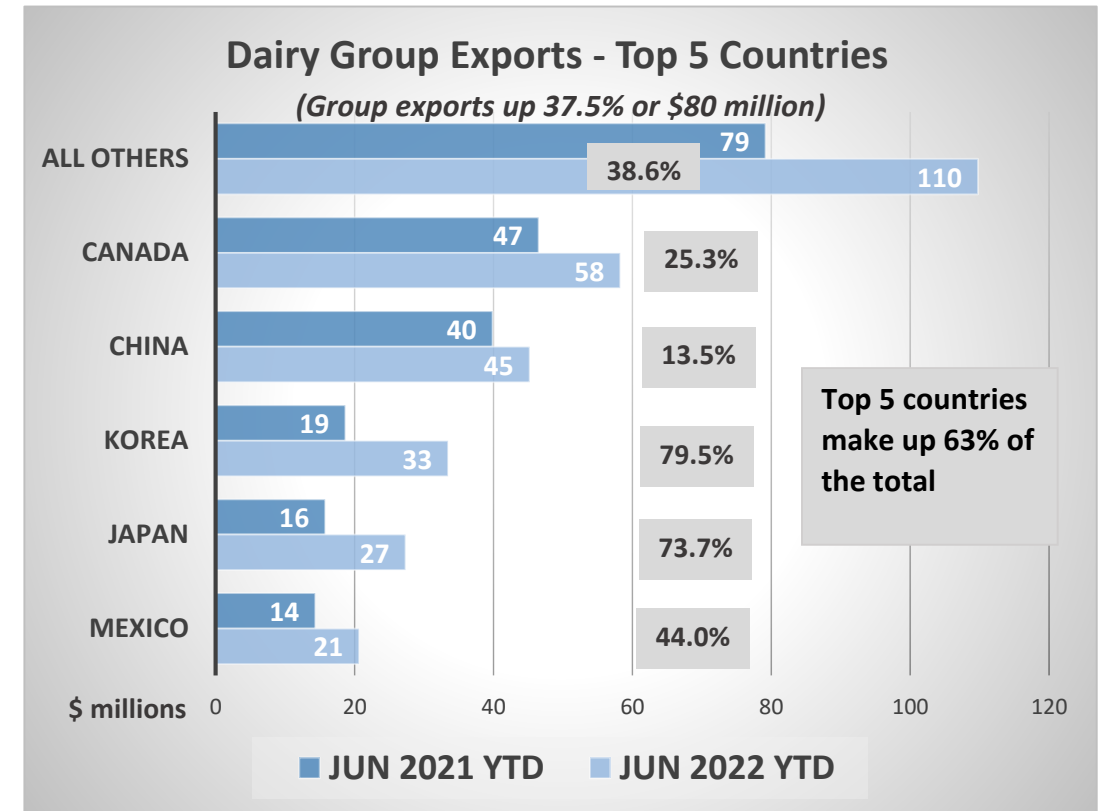


2022 YTD Q2 DAIRY PRODUCT EXPORTS

\$295 MILLION, UP 37.5%

Dairy Product Highlights (up 37.5%)

- **14% of all Wisconsin ag exports:** Includes cheese, whey, lactose, and milk proteins.
- **Top 5 products are 92% of the group total:** Whey, Cheese and Curds are 58% of the total followed by Albumins, Lactose, Butter, Milk and others,
- **Top 5 countries are 63% of the group total:** All of the top five up double digits, led by Korea, Japan, and Mexico.

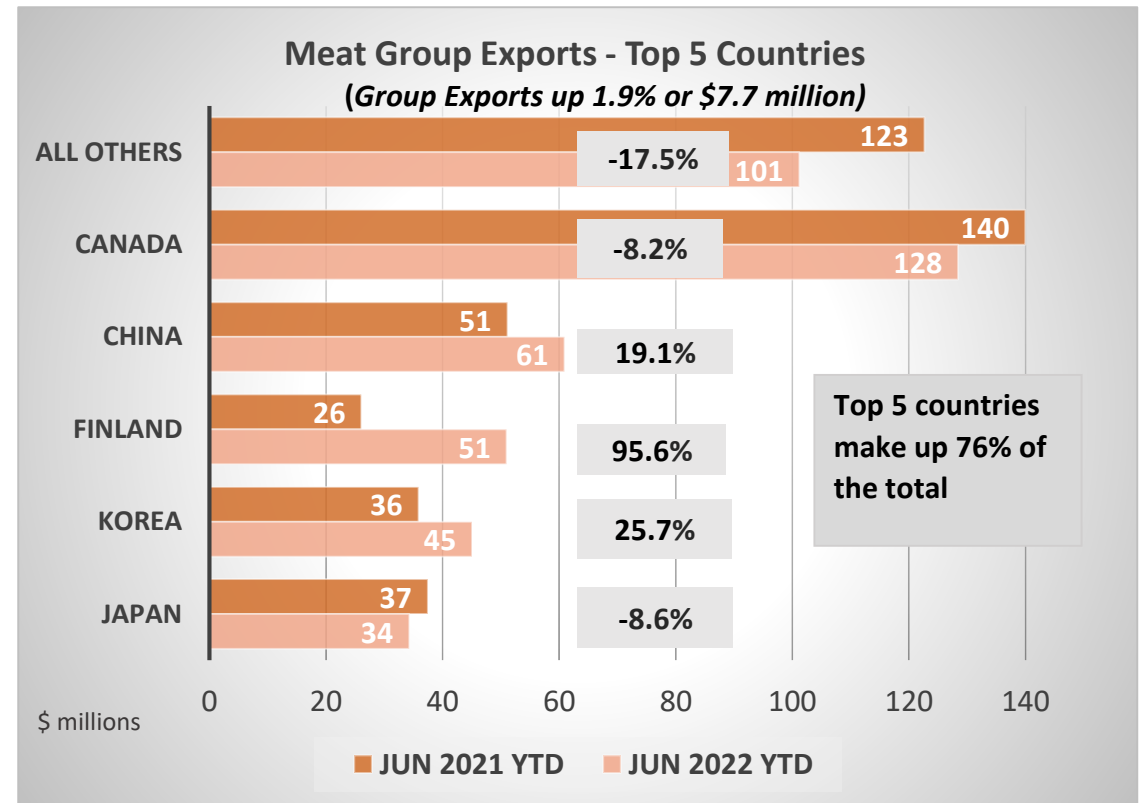


2022 YTD Q2 MEAT PRODUCT EXPORTS

\$421 MILLION, UP 1.9%

Meat Product Highlights (up 1.9%)

- **19% of all Wisconsin ag exports:** Includes livestock, genetics, hides, and furs.
- **Top 5 products are 89% of the group total:** Meat preparations and genetics are 50% of the total followed by offal, furskins, proteins, and all others.
- **Top 5 countries are 72% of the group total:** Three of the top five are up double digits, and two are down as well as all others. Finland is up due to mink pelt sales.

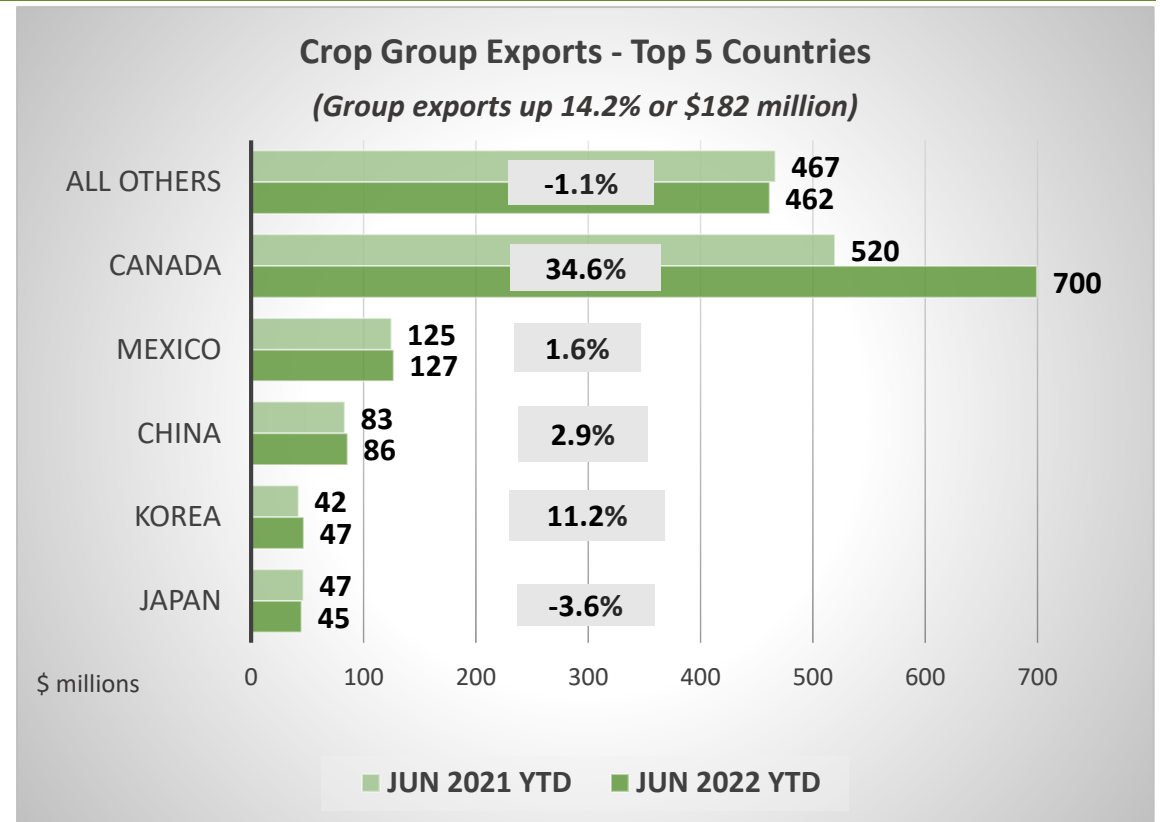


2022 YTD Q2 CROP PRODUCT EXPORTS

\$2.69 BILLION, UP 14.2%

Crop Product Highlights (up 14.2%)

- **67% of all Wisconsin ag exports:** Includes grains, forestry, processed foods, and beverages.
- **Top 5 products are 55% of the group total:** Beverages, prepared vegetables, and wood are a little over 50% of the total.
- **Top 5 countries are 65% of the group total:** Canada is up nearly 35% and Korea up 11%.



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- WIAE FY 23 Plans and WEDC Trade Ventures



WIAE FY23 BUDGET \$558,400

Amount	Item	Companies Impacted
\$ 248,400	Trade Promotion Activities:	
	GulFood Dubai - Food Products Dairy, Meat, Crop: February '23	Up to 5
	VIV Asia – Livestock, Genetics, Feed: March '23	Up to 5
	DATCP United Kingdom Trade Mission: May/June '23	Up to 6
	Food, Forestry, Livestock, Feed, Distilled Spirits	
	Inbound Buyer Mission – Food Products: March – May '23	Up to 12
	Inbound Buyer Mission – Forestry Products: March – May '23	Up to 10
\$ 110,000	IMAG & ExporTech™ Ag Producer Scholarships	14 estimated
\$ 200,000	Export Expansion Grants (4 grants to organizations at \$50k)	20 estimated



FY 23 WIAE TRADE PROMOTION ACTIVITIES

GulFood | Dubai, UAE | February 20-24, 2023

<https://www.gulfood.com/>

- Targeted to retail and food service buyers from the Middle East, Africa, South Asia, India, China, and Southeast Asia.
- Packaged food products and bulk foods and ingredients including dairy, meat, grains, pulses, and specialty foods
- WIAE funding will support exhibit space and social media promotion of the up to five Wisconsin companies exhibiting at the show.



FY 23 WIAE TRADE PROMOTION ACTIVITIES

VIV Asia Bangkok | Thailand | March 8-10, 2023

<https://vivasia.nl/about/show-concept-and-profile/>

- Feed event dedicated to the world of livestock production, animal husbandry, and related sectors, from feed production to animal farming, breeding, veterinary, animal health solutions, slaughtering of meat, processing of fish, egg, dairy products, and more.
- WIAE funding will support exhibit space and social media promotion of up to five Wisconsin companies exhibiting at the show.



FY 23 WIAE TRADE PROMOTION ACTIVITIES

WI Ag Trade Mission to the United Kingdom (UK) | Planned for May – June 2023

- Opportunities for food, forestry, and agriculture products increase as BREXIT continues.
- Wood products, feed, livestock and genetics, craft spirits and beers, organic and specialty foods, and pet foods are among the products with the strongest opportunity.
- The mission will include buyer meetings, store visits, market briefings, and meetings with regulatory entities.
- Led by DATCP staff and will include meetings with national and regional government officials and industry and economic development organizations.
- WIAE funding will support the cost of up to six Wisconsin companies to participate.
- Dates and city locations will be released by January 2023.



FY 23 WIAE TRADE PROMOTION ACTIVITIES

Inbound Buyer Mission Food Products | Planned for March – May 2023

- Opportunity for Wisconsin companies to meet prospective buyers.
- Focus on dairy, meat, and crop products purchased by retailers, food service companies, and foreign food processing companies.
- Commodity groups representing the products made by the Wisconsin companies and agribusiness organizations are invited to assist by organizing receptions or hosted meals for the visiting buyers and the participating Wisconsin companies.
- WIAE funds will support up to 12 Wisconsin food product companies to participate.



FY 23 WIAE TRADE PROMOTION ACTIVITIES

Inbound Buyer Mission Forestry Products | Planned for March – May 2023

- DATCP will partner with the American Hardwoods Export Council and Softwoods Export Council to identify and recruit buyers from different countries.
- Timed to take place around a U.S. trade show or conference to maximize the number of buyers and minimize travel costs.
- WIAE funds will support up to 10 Wisconsin forestry products companies to participate.



Wisconsin Agricultural Export Advisory Council FY'22 WEDC/WIAE Program Summary

Katy Sinnott, Vice President, Global Trade & Investment



International Market Access Grant Funds Awarded – FY'22

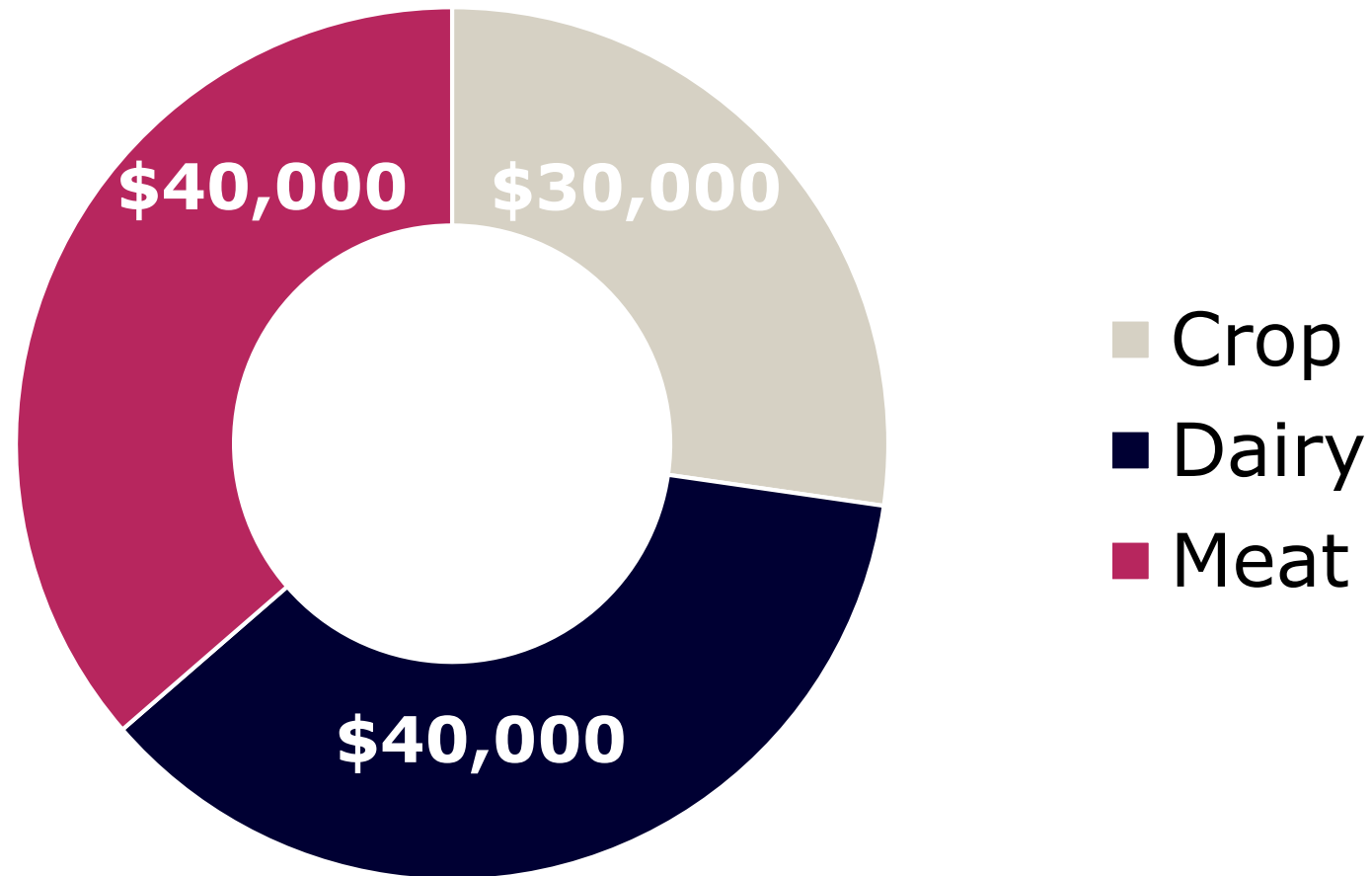
WEDC Funds

- 40 grants
- \$811,100 total

WIAE Funds

- 11 grants
- \$110,000 total

FY'22 WIAE IMAG's by Industry



FY'22 WIAE IMAG's by Industry

Crop

Quatrefoil Skincare, LLC

Marathon Ginseng, Inc.

Hsu's Ginseng Enterprises
Inc.

Dairy

CH Agricultural Technical
LLC

Associated Milk
Producers, Inc.

BIO Nutrition
International, Inc.

Land O'Lakes, Inc.

Meat

Genex Cooperative

Saga Furs North America
Inc.

Zimbal Minkery, Inc.

Ever-Green-View Farms,
LLC

WEDC Global Business Development Program

Key Dates for FY'23

➤ July 1, 2022

- Application period opened

➤ Mid-September 2022

- Rolling project start dates begin (6-8 weeks after application is submitted)

➤ April 1, 2023

- Application period closes

➤ December 31, 2023

- All projects end

➤ March 31, 2024

- All requests for reimbursement due
- Performance reports due

WEDC 2022-23

Global Trade Ventures



Global Trade Venture: South Korea
Sep 26 – 30, 2022 (Not including travel days)

Global Trade Venture: Britain and Scotland
Oct. 29 – Nov. 5, 2022 (Not including travel days)

Global Virtual Trade Venture: Australia & New Zealand
Nov. 7-11, 2022

Global Virtual Trade Venture: Israel
Jan. 23-27, 2023

Global Trade Venture: Mexico
Feb. 19-25, 2023 (Not including travel days)

Global Trade Venture: Canada
Mar. 19-24, 2023 (Not including travel days)

Global Trade Venture: Vietnam and Thailand
April 24 -28, 2023 (Not including travel days)

Global Trade Venture: Belgium & Netherlands
May 6 -13, 2023 (Not including travel days)

ExporTech

- In addition to the IMAG program and trade ventures, WEDC provides tuition scholarships for manufacturing companies to participate in ExporTech™
- WIAE has leveraged WEDC's existing ExporTech strategy and provided scholarship funding for agribusinesses should they choose to participate.



FY 23 WEDC GLOBAL TRADE AND INVESTMENT TEAM

Katy Sinnott

Vice President
Global Trade & Investment
608.210.6838
katy.sinnott@wedc.org

Aaron Zitelsberger, J.D.

Director
Global Trade & Investment
608.210.6734
aaron.zitelsberger@wedc.org

Francisco Carrillo

International Business Development Director
Export Latin America and Foreign Direct
Investment
608.210.6757 francisco.carrillo@wedc.org

Chad Hoffman

Market Development Director
Australia, New Zealand, Africa, Middle East
608.210.6890 chad.hoffman@wedc.org

Fanfu Li

International Business Development Director
China, Southeast Asia and Foreign Direct
Investment
608.210.6868 fanfu.li@wedc.org

Rome Rauter

Market Development Director
Europe and Foreign Direct Investment
608.210.6777 rome.rauter@wedc.org

Patrick Roetker

Global Trade & Investment Business Analyst
608.210.6747 patrick.roetker@wedc.org

Katie Udajk

Global Trade & Investment Grants Specialist
608.210.6773 katie.ujdak@wedc.org



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- Resources for export education, support, and additional funding



International Agribusiness Center Team

We are here to help!



Mark Rhoda-Reis

Director

Export and Business
Development Bureau

608-224-5125

mark.rhodareis@wi.gov



Jennifer Lu

Economic Development Consultant

Animal Feed, Forestry Products,
Livestock & Genetics

Asia

608-224-5102

jennifer.lu@wi.gov



Lisa Stout

Economic Development Consultant

Processed Foods and Food
Ingredients

Asia, Canada, Middle East

608-224-5126

lisa.stout@wi.gov



Shirley Acedo

Economic Development Consultant

Processed Foods and Food
Ingredients

Latin America, European Union,
Middle East, Africa, South Asia

shirley.acedo@wi.gov



Dr. Luis Enrique Santana

Economic Development Consultant

Animal Feed, Fertilizers, Livestock & Genetics

Canada, Latin America, Africa, European
Union, Middle East

608-640-8075

luise.santana@wi.gov



WISCONSIN INITIATIVE FOR AGRICULTURAL EXPORTS

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International Agribusiness Center Overview

The International Agribusiness Center identifies export opportunities around the world for Wisconsin's agricultural companies and producers. The Center's economic development consultants provide technical expertise and market development initiatives to aid the growth of Wisconsin agriculture through increased exports and the development of trade enhancing partnerships. The Center uses client feedback, global trends, market and export data to establish criteria for identifying target markets and activities.

Services include:

- Beginner Exporter: One-on-one consultations, educational seminars
- Intermediate Exporter: Export documentation, market research and financing
- Advanced Exporter: Promotions and market development programs

Export Assistance

- [Our services](#)

Additional Resources

[Calendar of Events](#)

[Global Dairy Symposium - October 6, 2022](#)

[Wisconsin Initiative for Agricultural Exports](#)

* [Newsletters](#)

Monthly newsletters from the International Agribusiness Center.



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

Export Expansion Grant Recipients Project Highlights

- Dairy Farmers of Wisconsin
- Ginseng Board of Wisconsin
- Wisconsin Beef Council



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- Discussion of future topics
- DATCP Agricultural Export Webinar Dates, Topics TBD
 - Wednesday, November 16, 2022: 9 – 10:30 a.m.
 - Wednesday, January 11, 2022: 9 – 10:30 a.m.
 - Wednesday, February 15, 2022: 9 – 10:30 a.m.
- Other topic proposals from the council



WISCONSIN EXPORT ADVISORY COUNCIL MEETING AGENDA

- Adjourn





International Agribusiness Center – Division of Agricultural Development

mark.rhodareis@wisconsin.gov | datcp.wi.gov

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