



State of Wisconsin  
Governor Tony Evers

**Department of Agriculture, Trade and Consumer Protection**  
Secretary Randy Romanski

## WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL MINUTES

**September 23, 2022**

The Wisconsin Agricultural Export Council (WAXC) met in the Board Room at the Wisconsin Department of Agriculture, Trade and Consumer Protection, 2811 Agriculture Drive, Madison, WI 53718 and via zoom on September 23, 2022. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Brian Cummins, Jackie Fett, Charles Wachsmuth, Keith Heikes, Kevin Lipps, Larry Krueger, Kevin Krentz, Craig Briess, Bob Wilson, Brandon Bickham, Chad Vincent, Ryan Wucherer, Amy Radunz, Rep. Dave Considine, Katy Sinnott, and Lisa Stout

Meeting called to order at 9:03 a.m.

1. DATCP Welcome by Secretary Randy Romanski
2. Approval of May 4, 2022 Minutes. Kevin Krentz motioned to approve. Jackie Fett seconded. Motion passed.
3. Chair and Vice Chair Remarks: the informational sessions in between Council meetings are very valuable, sharing important topics. 1 in 6 days of dairy production is exported. It's important to get the word out about the importance of dairy exports.
4. Public Comments: no public comments
5. Interim Meetings Recap
  - a. July 20 - Freight and Logistics
  - b. August 17 - Export Statistics
6. USDA Trade Missions to United Kingdom and Philippines Recap
7. Wisconsin Initiative for Agricultural Exports (WIAE) FY 22, Year to Date Quarter 2 Export Results and Finance Update
8. WIAE FY 23 Plans and WEDC Trade Ventures
9. FY 22 Export Expansion Grant Recipients Project Information:
  - a. Dairy Farmers of Wisconsin/Wisconsin Cheese Makers Association – Chad Vincent and Rebekah Sweeney

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- b. Ginseng Board of Wisconsin – Jackie Fett
- c. Wisconsin Beef Council – Tammy Vaassen

10. Resources for export education, support and additional funding

11. Discussion of future topics:

- a. Trade shows, synergy among council members,
- b. Understanding barriers to export, facility/plant registrations, foreign government requirements
- c. Exportech presentation
- d. Educate industry, make connections about resources
- e. ESG in international markets, SMETA audit, sustainability measurements
- f. Transportation challenges, improvement with infrastructure
- g. How small businesses can start to export
- h. Deep dive into target markets
- i. Measuring export success

12. Adjourn: Kevin Krentz made a motion to adjourn. Craig Briess seconded the motion. Motion passed.