



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL MINUTES

March 29, 2023

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 March 29, 2023. The meeting was preceded by public notice as required by Wis. Stat. § 19.84.

Members present: Jackie Fett, Charles Wachsmuth, Keith Heikes, Kevin Lipps, Larry Krueger, Craig Briess, Bob Wilson, Brandon Bickham, Chad Vincent, Amy Radunz, Rep. Tony Kurtz, Lisa Stout

Meeting called to order at 9:00 a.m.

1. DATCP Welcome by Secretary Randy Romanski
2. Chair and Vice Chair Welcome: Charles thanked the group for the opportunity to lead as Chair, as he will be stepping down after this meeting, but continuing on the council. He mentioned that he has lead by example by participating in Exportech, applying for an IMAG, participated on a WEDC trade venture and a Food Export Focused Trade Mission and hope others take advantage of these programs. Chad mentioned that dairy exports are strong and thanked Charles for his service as Chair.
3. Roll Call of Council Members
4. Approval of September 23, 2022 Minutes. Keith Henkes motioned to approve. Craig Briess seconded. Motion passed.
5. Public Comments – no public comments
6. 2022 Year End Export Highlights
7. USDA Economic Research Service 2023 U.S. Agricultural Trade Outlook and the Agricultural Trade Multipliers - **Bart Kenner**, Economist, Trade Outlook Coordinator, State Trade Data Coordinator, Economic Research Service, USDA Market and Trade Economics Division; and **Wendy Zeng**, Research Agricultural Economist, International Trade and Development Branch, USDA Market and Trade Economics Division
8. USDA Trade Mission to Spain Recap – Product Opportunities and New EU Labeling Rules
9. Wisconsin Initiative for Agricultural Exports (WIAE) FY 23 Finance and Year to Date Results
10. WIAE FY 24 and FY 25 Activity Plans

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11. WEDC Trade Ventures – Arron Zitzelsberger, WEDC
12. FY 23 Export Expansion Grant Recipients
13. Dates for upcoming WAXC webinars and WAXC Council meeting
 - a. August 16 – Exportech program
 - b. November 15 – Environmental, Social, and Governance, and Sustainability
 - c. December 13 – Export Expansion Grant Recap
 - d. January 17 – Export Expansion Grant Recap
 - e. September 6 – WAXC Council meeting
14. Discussion of future topics:
 - a. ERS Fall report
 - b. Food Regulations in the EU
 - c. Barriers to trade
 - d. Improving Transportation
 - e. Success Stories
 - f. How to use USDA programs
15. Elections of Chair and Vice Chair – Sharon Henes conducted the elections. Keith Heikes nominated Chad Vincent to serve as Chair, hearing no other nominations, a vote was held which passed unanimously. Chad Vincent nominated Keith Heikes as Vice Chair, hearing no other nominations a vote was held which passed unanimously.
16. Adjourn: Chad Vincent made a motion to adjourn. Craig Briess seconded the motion. Motion passed.