



Growing Wisconsin Food and Agricultural Exports

International Agribusiness Center

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

August 16, 2023 - Wisconsin Agricultural Export Advisory Council Webinar

WISCONSIN AGRICULTURAL EXPORT ADVISORY COUNCIL WEBINAR – AUGUST 16, 2023

Agenda

Welcome and Opening Remarks

Secretary Randy Romanski

ExporTech™ Program

Heidi Rabeneck and Jeffrey Carr – UW-Stout Manufacturing Outreach Center

Roxanne Baumann – Wisconsin Manufacturing Extension Partnership

Export Expansion Grant FY22 Project Recaps

Wisconsin Brown Swiss Association – Norm Magnussen, Rebekah Bovee

World Dairy Expo – Laura Herschleb and Cassi Miller

Wisconsin Dairy Meat and Crop Export Highlights, Year to Date June 2023 – Mark Rhoda-Reis

DATCP and WEDC Trade Promotion Activities, August-December 2023 – Lisa Stout and

Mark Rhoda-Reis, DATCP; Katy Sinnott, WEDC

Adjourn



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EXPORTECH™

← ↻ 🏠 🔒 <https://uwstout.edu/outreach-engagement/discovery-center/grow-your-business/exportechtm>


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Expotech™

An Export Acceleration System for Achieving Profitable Growth

← ↻ 🏠 🔒 <https://wmeop.org/trending/exportech/> 🔍 ☆ ⚙️

 **WMEP**
MANUFACTURING SOLUTIONS

SERVICES ▾ ASSESSMENTS ▾ EVENTS & TRAINING ▾

TRENDING // EXPORTECH™

EXPORTECH™

Start growing your business through exporting with a customized, action-oriented export expansion strategy. Expotech is a proven path to exporting success — the only program providing global growth strategy development to Wisconsin manufacturers at the C-level. Graduates have achieved sales increases averaging \$900,000 within six to nine months after completing the program.

Expotech™ is a 12 week virtual program with group and customized personal coaching between sessions.

[View Infosheet](#)



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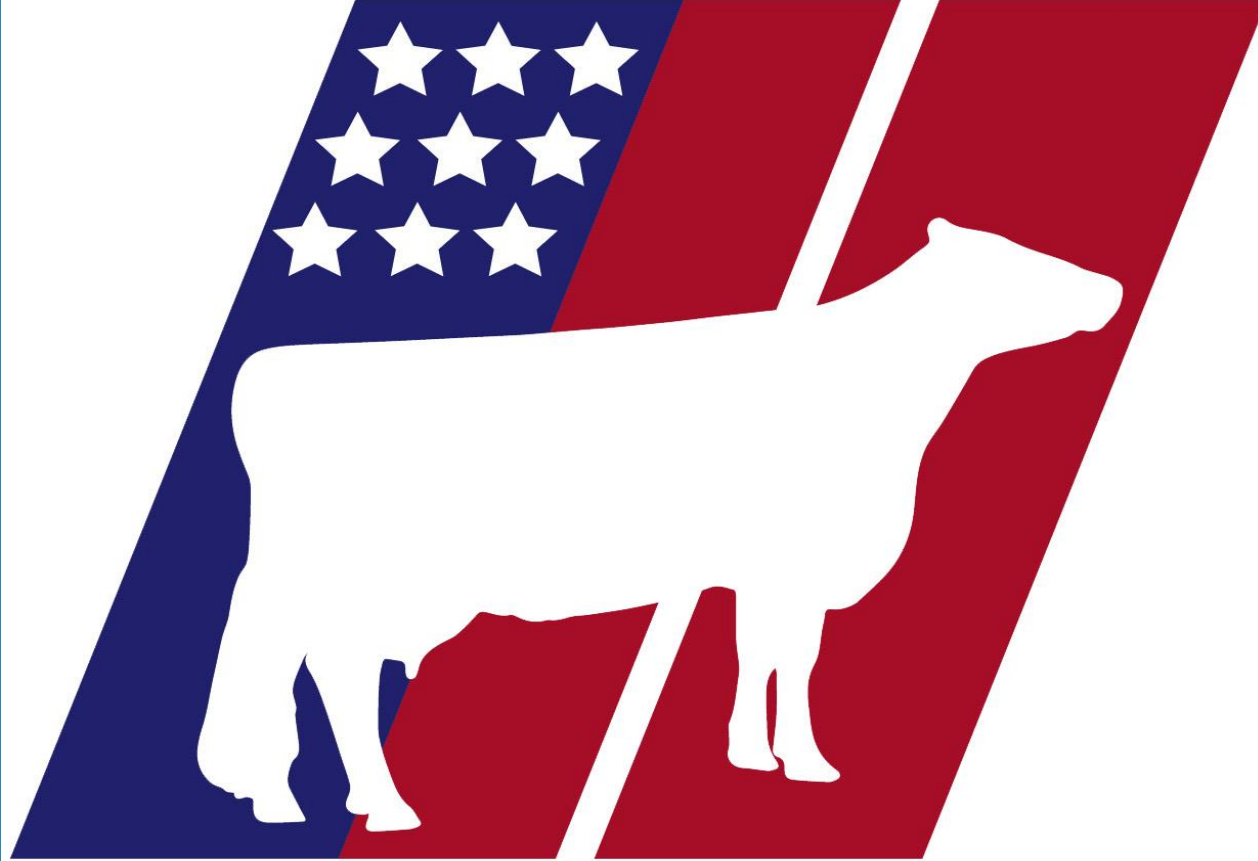
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WORLD BROWN SWISS
CONFERENCE

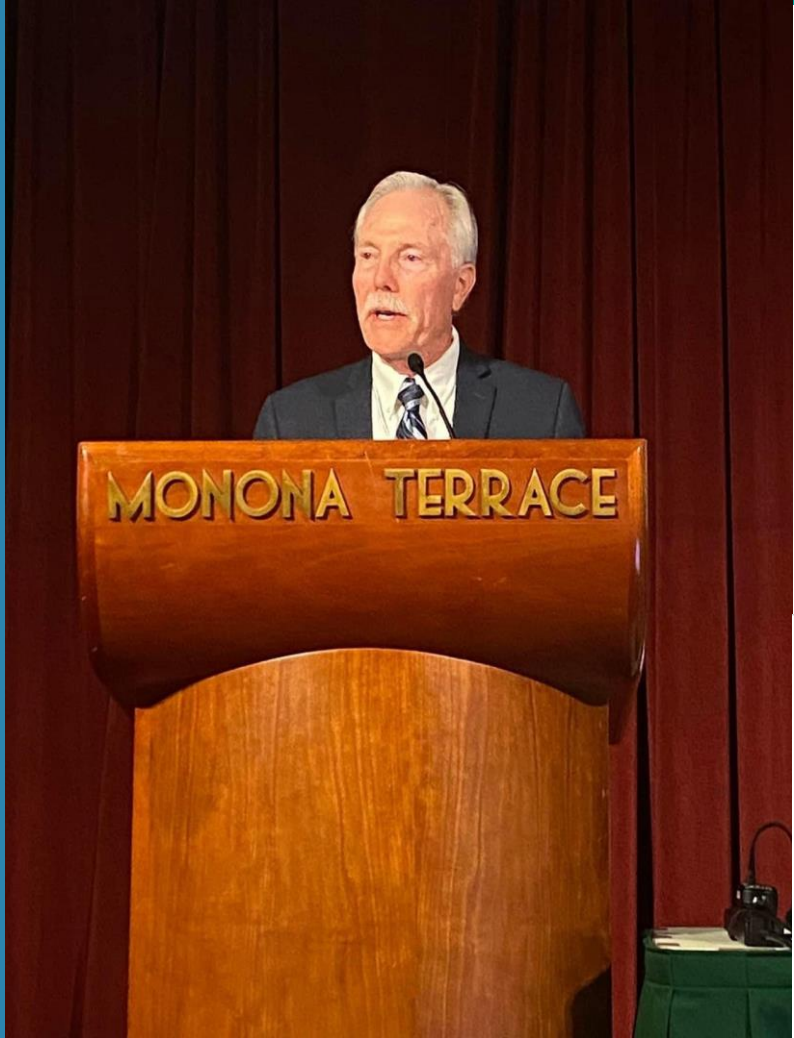
2022



MADISON • WISCONSIN • USA

2022 World Brown Swiss Conference

WIDATCP Presentation



Executive Secretary Norman C. Magnussen

- Showcasing US Brown Swiss Genetics
- International Participation
- Welcoming the World



¡Bienvenido!

Velkommen!

Dobrodošli!

Benvenuto!

WELCOME!

Bem-vindo!

Willkommen!

Bienvenue!

Welkom!



Cozy Nook Farm Tour, Waukesha, WI



Voegeli Farm Tour, Monticello, WI



Welcome Reception Voegeli Farm, Monticello, WI

Wisconsin-sourced cheese, yogurt, wine, beer



Sponsor Booths to Promote US Genetics

- Eye-Catching Displays
- Relatable Information
- Take Aways

Through contact with conference attendees, we believe sales for US BS semen should have increased which would impact Wisconsin BS breeders. One WI breeder indicated AI interest in one of their bulls.

- Building Relationships
- Customer Interaction
- Export Sales





The National Brown Swiss Association has now hosted its third World Brown Swiss Conference in Wisconsin.

Informative Presentations and Panel Discussions



A Wisconsin-based business provided Simultaneous Translation in Four Languages



International Cooperation



Memories to Last a Lifetime



World Dairy Expo International Brown Swiss Show



Champions on Display

- OPEN SHOW
- Honorable Mention Senior Champion - WI
- Junior Champion - WI
- Honorable Mention Junior Champion – WI
- Total Performance & Type & Production Awards – WI
- 15 Entries from Wisconsin stood in the Top 3 of their Class



Exceptional Type – Showy Udders

- JUNIOR SHOW
- Reserve Grand & Reserve Senior Champion - WI
- Junior Champion – WI
- Reserve Junior Champion - WI

World Premier Brown Swiss Sale



International Contending Bidders

- Embryo Consignments sold for higher value due to international bidding.
- 2 Heifers Sold Export – 1 from Wisconsin – Lot 1 \$18,600 & Lot 25 \$5,400 (WI)



Sale average: \$8,278

- 8 Consignments from Wisconsin
- Top Embryo Lot (WI) Sold for \$3,000/embryo - Contending bidder was from Switzerland



Switzer Tal
Prairie du Sac, WI

Pre & Post Conference Farm Tours



Kandid
Eloc Wagon Kandid
b. 1/26/08 9-09 3E-95 95-MS
First cow to classify 95 in the U.S.A.
Grand Champion WDE 2014
All-American Aged Cow 2014 & 2015
7-04 2x 365 27,291 5.4 1457 4.1 1111
4-02 2x 365 27,938 4.4 1252 3.7 1027
s. Hanny Swiss Ace Wagon
d. Eloc Cartoon Kara 3E-90 90-MS

Pre & Post Conference Farm Tours

Meadow Brook
Manitowoc, WI

Holyland,
Loehr Dairy,
Mount Calvary,
WI





JenLar Dairy, Chilton, WI

Pre & Post Conference Farm Tours





**Lambrecht Dairy,
Kewaunee, WI**

**Weihrouch Dairy,
Melrose, WI**

**Red Brae Dairy,
Muscodia, WI**

**Wessel Farms,
Mineral Point, WI**

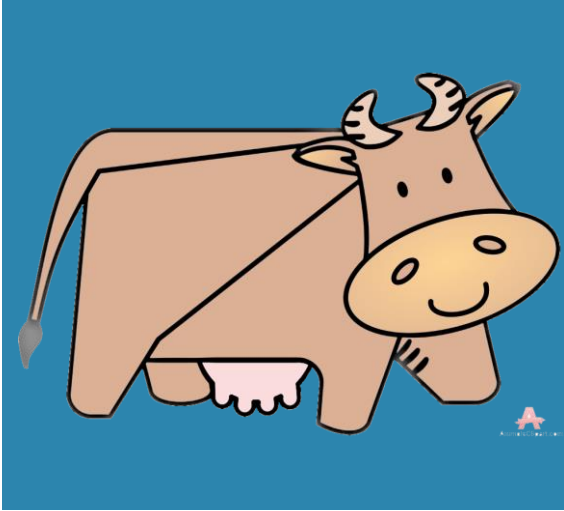
**Cozy Nook,
Waukesha, WI**

**Voegeli Farm,
Monticello, WI**

ST Genetics Lab, Vienna, WI

Pre &/or Post Conference Farm Tours

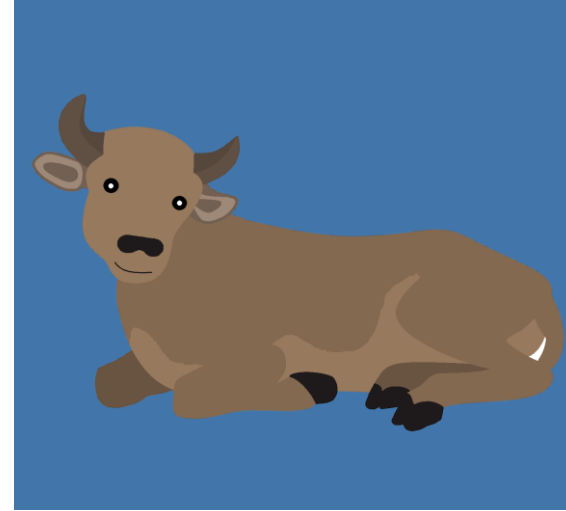
Project Goals



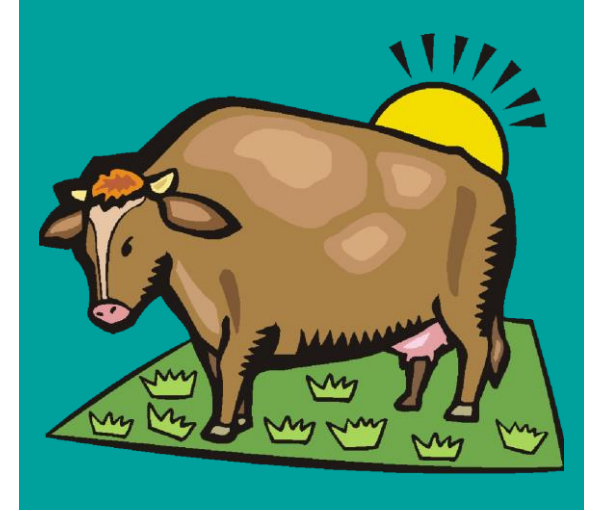
**Increase Understanding
of International Buyers**



**Gain Foreign Market
Insights**



**Improve Export
Knowledge**



**Develop/Make Products
Export Ready**

Slide Title



Wisconsin
Export Expansion
Grant \$38,000

204
International
Participants



See firsthand the wide
variety of top-quality
US Brown Swiss
genetics in action
on the farm and
in the show ring.

High Production
High Components
High Cheese Yield
Heat Tolerant
Efficient Grazers
Desirable Health Traits
Hardy & Adaptable
Great Mobility



Wisconsin Farm Tour Hosts' Survey Comments



K: My goal was to build relationships.

W

Have not done much genomic testing, but see it is important in the international markets, Intend to do more genomic testing in the future..



L

I do have a better understanding of what the foreign market is looking at. It was nice to hear they were after top genetics.

O: Made a couple good contacts.



M

Made many connections to foreign breeders. Learned deeper on how the process works. Had several inquiries on embryos and anticipate additional sales as we follow up with interested international people. Now making our IVF embryos eligible to be exportable.

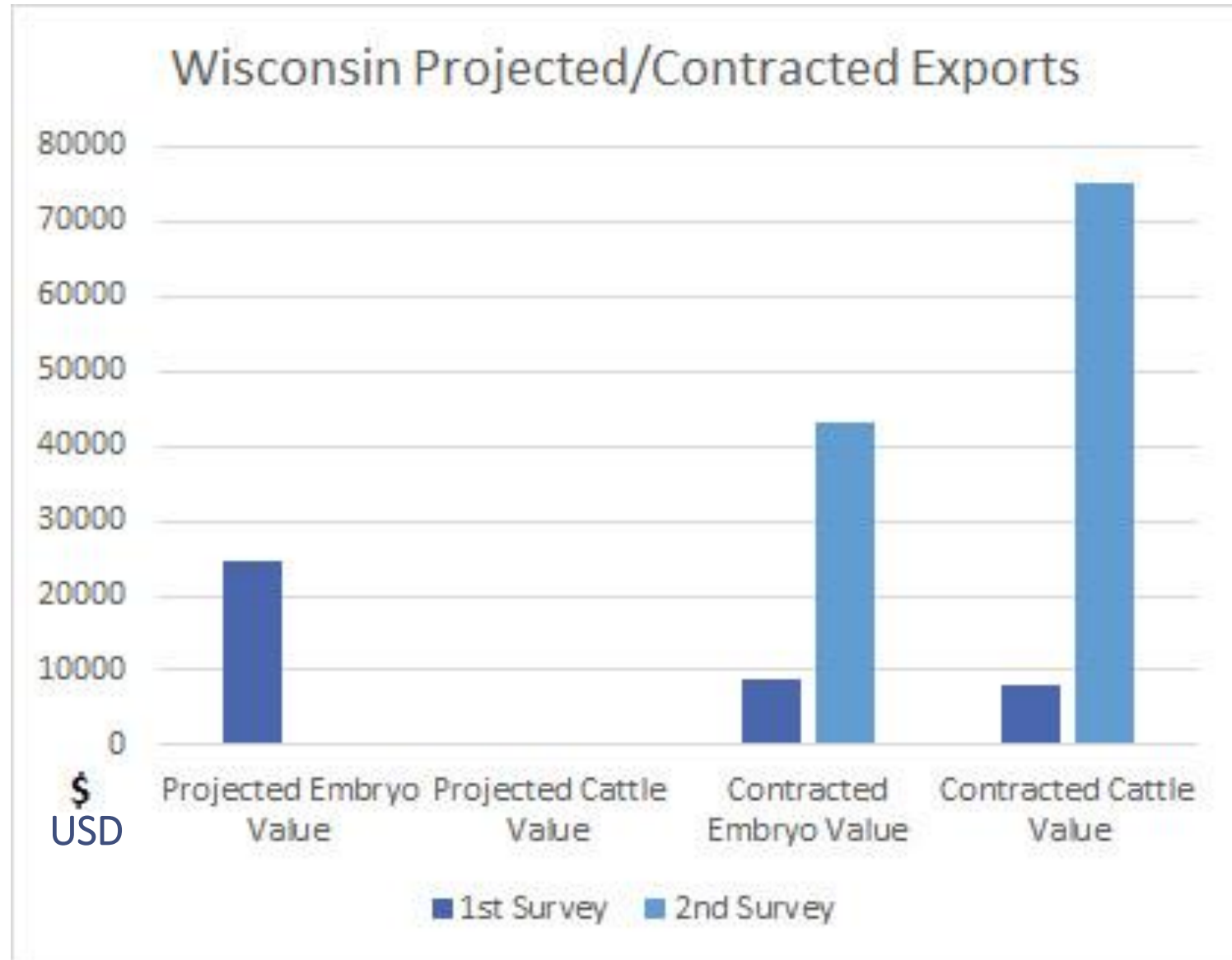


V

We were able to meet lots of different people from different dairy backgrounds from different countries that may lead to new partnerships or business opportunities. We already try to meet export market requirements.

Wisconsin Farms Survey Results

- Projected Export Sales
 - Embryos \$24,800
 - Cattle \$0
- Contracted Export Sales
 - Embryos \$43,000
 - Cattle \$83,000



www.brownswissusa.com

BSCBA Launches New Website

- Equipped with Google Translate for International Viewers
- Responsive to mobile devices
- Fresh, New Look



BROWN **BSA** **SWISS**
A S S O C I A T I O N



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All made possible in part by the
WIDATCP Export Expansion Grant

Thank you!



World Dairy Expo

Where the Global Dairy Industry Meets



What is World Dairy Expo



Trade Show



Education



International



Dairy Cattle Show



Youth

2022 Event Overview

Attendance – 54,525

Role in the Industry

- Dairy Farmer – 35%
- Agribusiness Professional – 38%
- Student – 8%
- Retired – 2%
- Other – 17%

Dairy Cattle Show

- Animals Housed – 2,663
- Dairy Cattle Exhibitors – 1,871
 - 36 U.S. States Represented
 - 445 Wisconsin exhibitors

International Attendees

- Registered – 1,375
- Countries Represented – 86



Where the global dairy industry meets

Trade Show

672 Companies

- 44 U.S. States Represented
 - 80% U.S. Companies
 - 28% are Wisconsin-based (186)



Where the global dairy industry meets



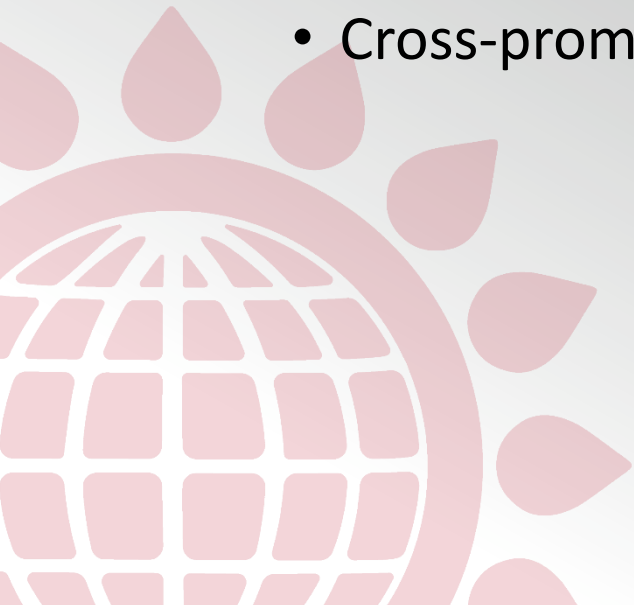
Trade Show – Products/Services Onsite

Product Categories Featured Onsite	
Agronomy and Crop Genetics	Feed and Feed Additives
Animal Genetics	Feed and Forage Equipment
Animal Health and Pharmaceuticals	Livestock Supplies and Services
Building and Barn Supplies	Manure Handling Equipment
Calf and Heifer Housing and Supplies	Milking Equipment
Dairy Recruitment/Relocation	Milk Processor
Facility Expansion/Consulting	Sanitation Equipment and Supplies
Farm Implements and Equipment	Transportation/Livestock Handling

Where the global dairy industry meets

2022 WI Agricultural Export Expansion Grant

- Awarded \$28,000 --- THANK YOU!!!
- Grant dollars used to:
 - Enhance international advertisement placements
 - Improve and update International Registration and the International Lounge
 - Become involved the Trade Event Partnership Program
 - Cross-promote WDE at shows DATCP team attended



Advertising Placements

1. Holstein International (The Netherlands)

- 28,000+ readers from 50+ countries

2. Dairy Farmers of Ontario (Canada)

- 7,305 subscribers

3. International Dairy Topics (England)

- 24,500 subscribers
- Distributed to: Research consultants and laboratories, nutritionists, veterinarians, large dairy farmers and breeders

4. Dairy Global (The Netherlands)

- 18,700 subscribers
- Distributed to: Farmers, veterinarians, academia, nutritionists, research and development, government and more



International Registration & International Lounge Enhancements

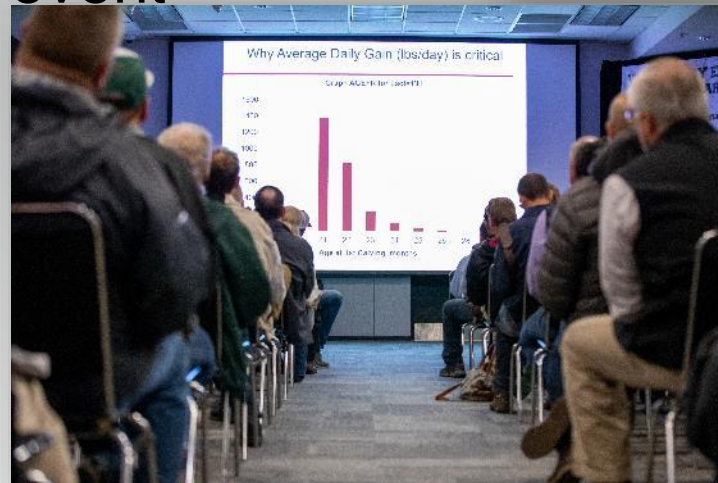
- **Private Meeting Space**
- **Larger networking lounge**
- **Updated technology**
- **Onsite interpreters**
 - *Spanish, Portuguese, French, German and Chinese*



Where the global dairy industry meets

Trade Event Partnership Program

- Partnership with U.S. Commercial Services
- Dedicated International Trade Administration Event Lead on-site
- At-Show Counseling
- Marketing support including use of logo, branding assets as well as digital event promotion
- Four Pre-Expo Webinars



Where the global dairy industry meets

Cross-Promotion with DATCP

- VIV Asia
- VIV Europe
- China Dairy Expo
- EuroTier



WORLD DAIRY EXPO

OCTOBER 3 – 6, 2023



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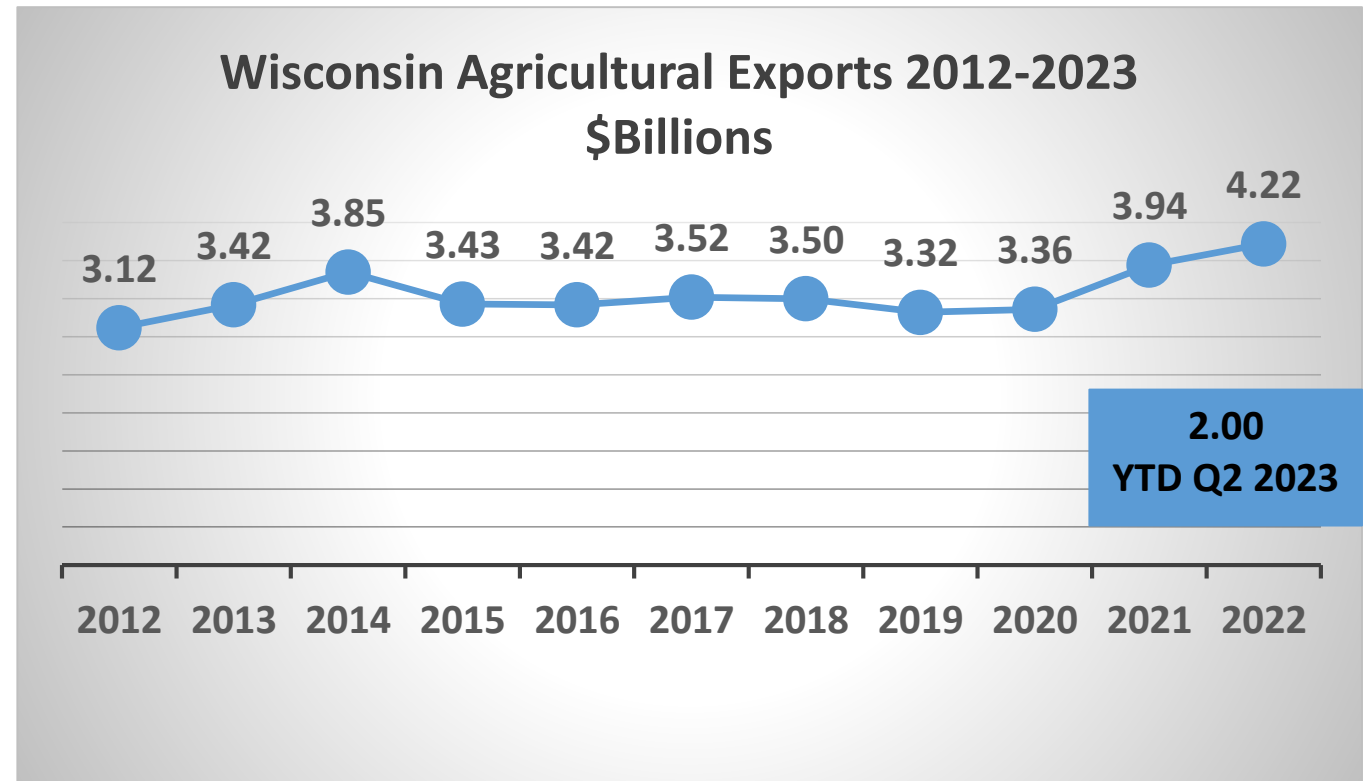
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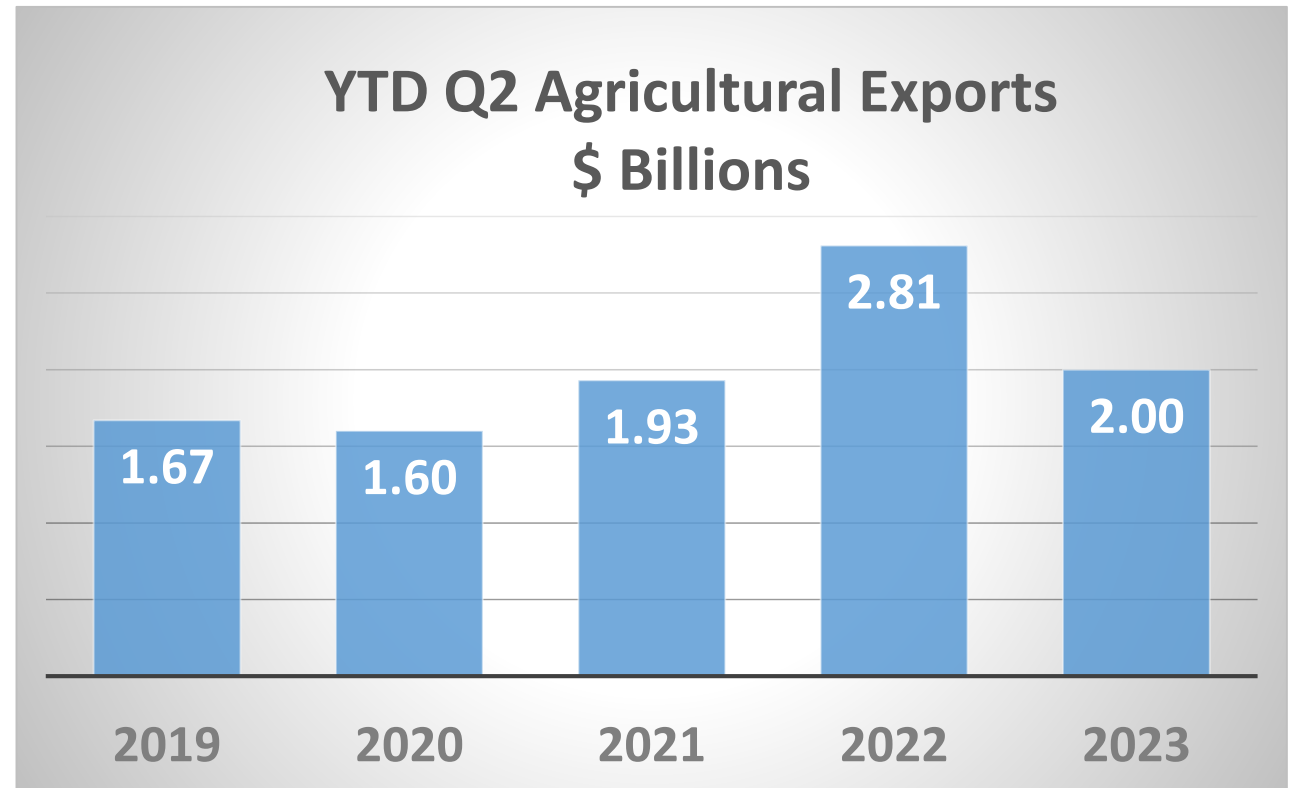
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- YTD Q2 exports: \$2.0 billion, second highest on record.
- The top 10 markets make up 80% of the total.
 - Mexico and Netherlands are up double digits.
- USDA forecast projects a decline in agricultural exports by the end of 2023.



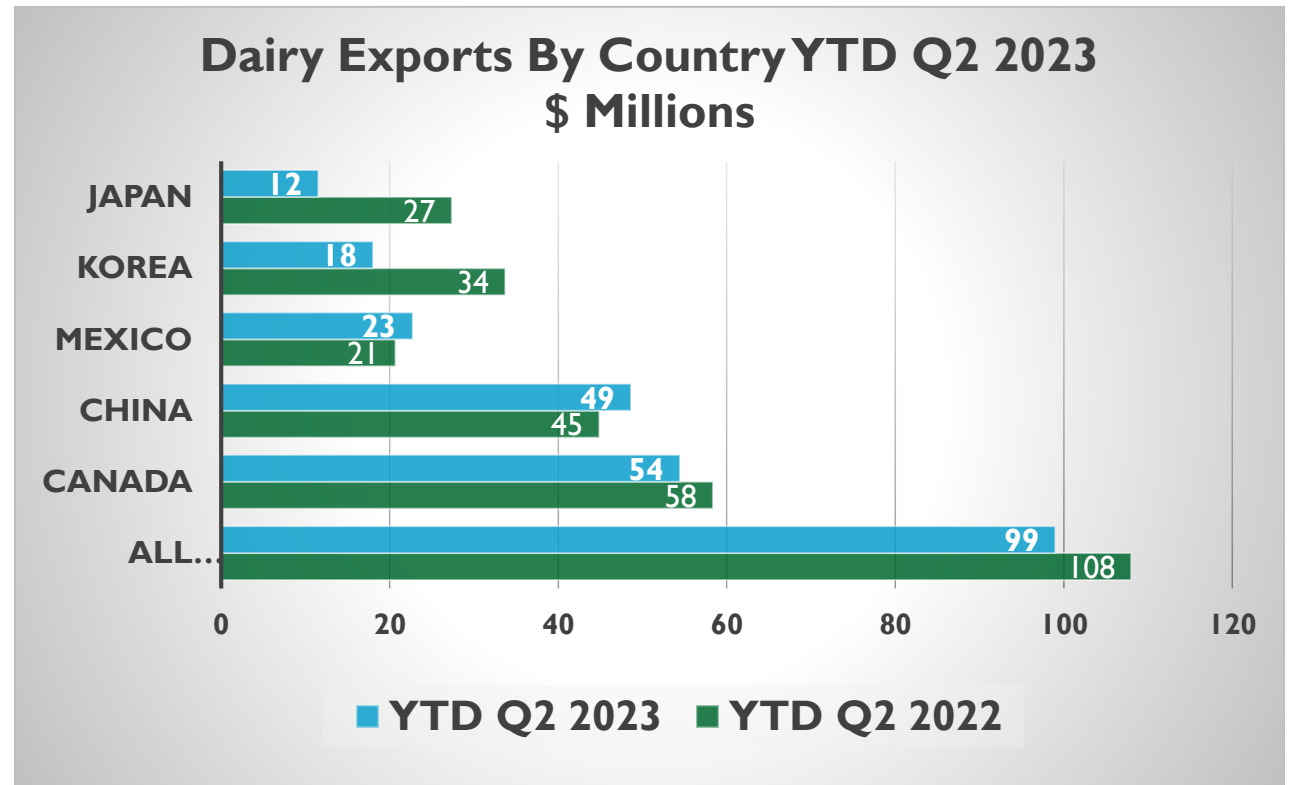
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- YTD Q2 exports: Second highest on record, \$30 million above 2021.
- The top 10 products are 69% of the total.
- Sauces and yeasts, soybeans, and meat are up double digits.
- Wisconsin is 10th in the US for agricultural exports, year to date.



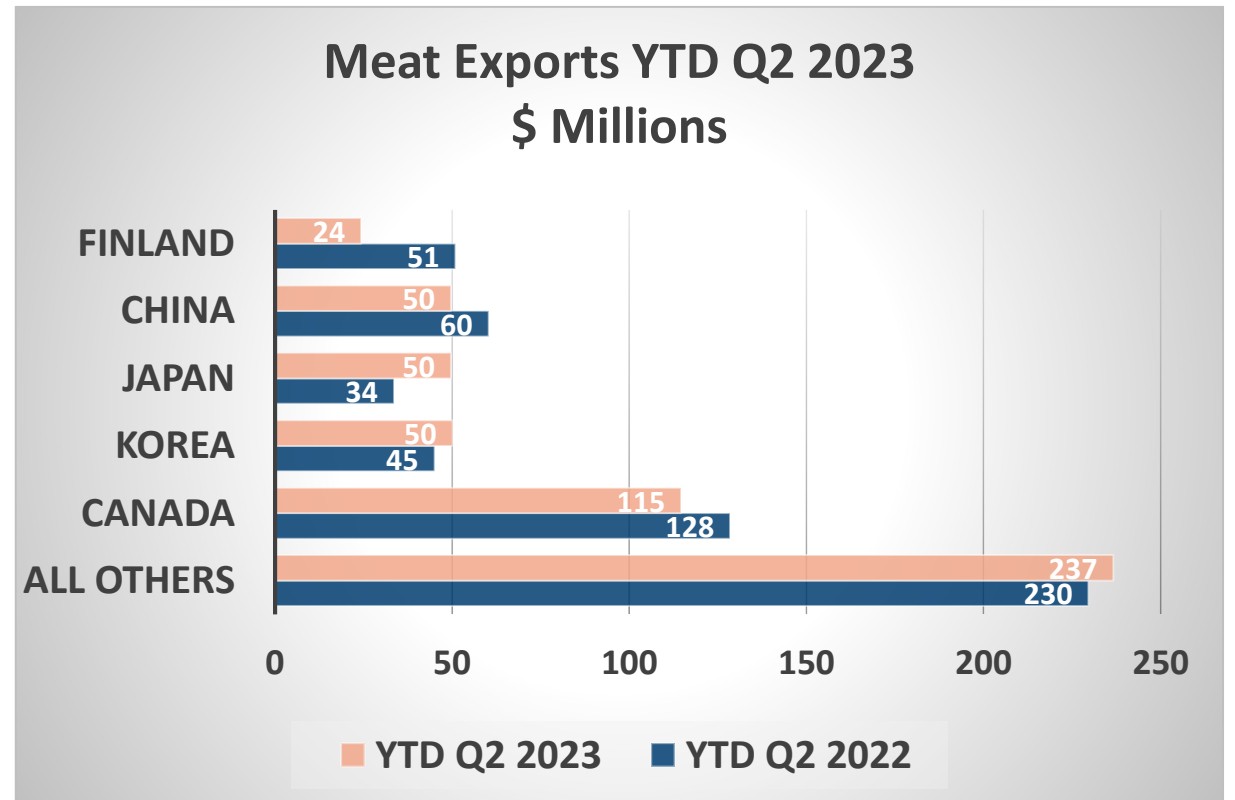
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- Total dairy exports YTD Q2: \$254 million
- The top five countries are 69% of the total.
 - China and Mexico are up.
- The next five countries of the top 10 are all up, four in double digits.
- Japan and Korea are strongly down, affected by a strong dollar to the yen and won



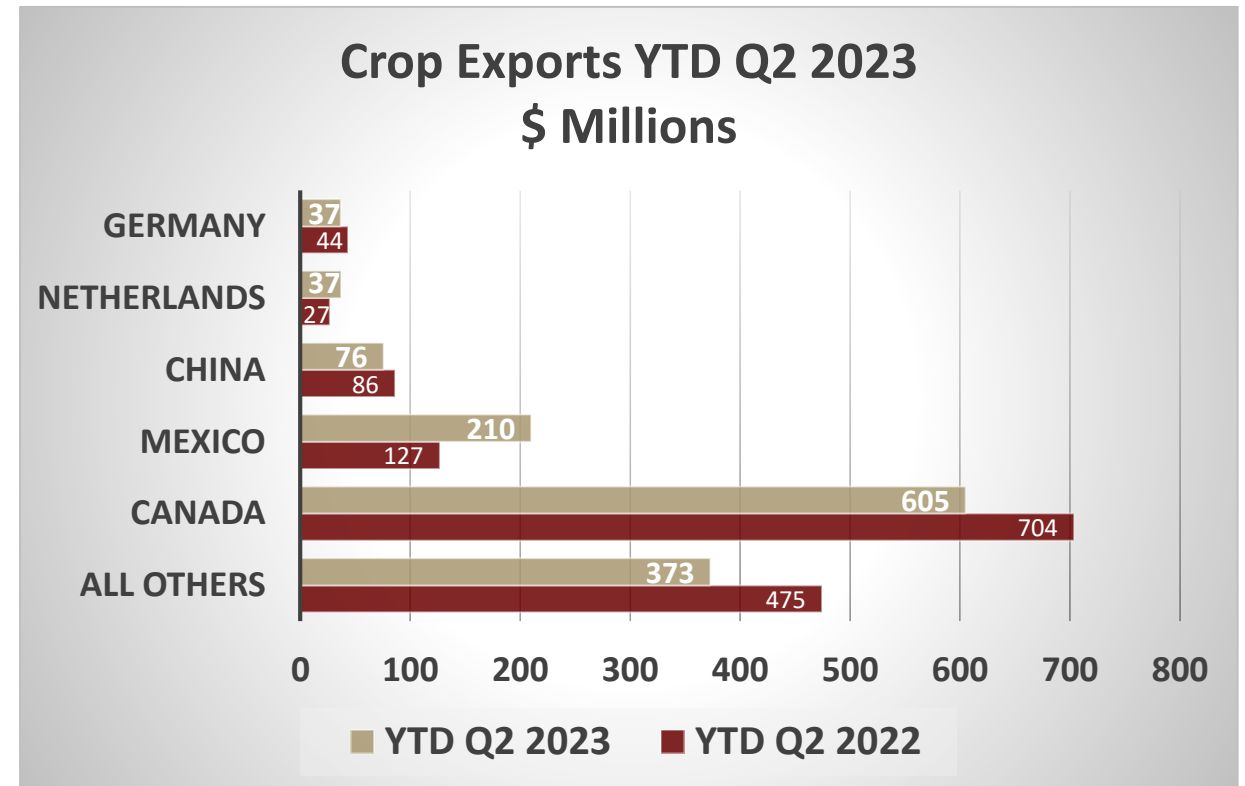
WISCONSIN AGRICULTURAL EXPORTS, YTD Q2 2023

- Total meat exports YTD Q2: \$411 million
- The top five countries make up 70% of the total.
 - Japan and Korea are up despite the strong dollar to the yen and won.
- The next five countries of the top 10 are all up, three in double digits.
- Turkey is up over 450%, driven by live animal exports.



WISCONSIN AGRICULTURAL EXPORTS YTD Q2 2023

- Total crop exports YTD Q2: \$1.34 billion.
- The top five countries make up 53% of the total.
 - Mexico (soybeans and sauces) and the Netherlands (enzymes, prepared vegetables) are both up double digits.
- Overall, soybeans, prepared cereals, and milling products have double digit increases to date.



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WEDC 2022-23

Global Trade Ventures



Belgium and Netherlands
September 9-16 (not including travel days)

India (Mumbai and Delhi)
December 2-9 (not including travel days)

Mexico (Monterrey and Mexico City)
January 28-February 2 (not including travel days)

WEDC GLOBAL TRADE AND INVESTMENT TEAM

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DATCP TRADE PROMOTION ACTIVITIES, AUGUST-DECEMBER 2023

International Chef/Influencers Inbound Delegation – Wisconsin – August 11-20

14 international chefs and social media influencers from nine countries touring Wisconsin around the state promoting Wisconsin food and agriculture to their home audiences. Follow the hashtags #MyFoodStoryWI and #WIFoodTour.

Fine Food Australia – Sydney, Australia – September 11-15

Food trade show

Espacio Food Show – Santiago, Chile – September 26-28

Wisconsin Pavilion, space for two companies, one recruited and ***seeking a second to meet with retail and food service buyers!***

World Dairy Expo, Madison Wisconsin, October 3-6

Kazakhstan Cattle Buyer Delegation, Food Export Value-Added Feed Buyer Mission, Livestock Exporter Association Importer and Exporter Seminars, multiple inbound delegations. ***Recruiting Wisconsin value-added feed companies to meet inbound buyers!***



DATCP TRADE PROMOTION ACTIVITIES AUGUST-DECEMBER 2023

ANUGA Food Show, Cologne Germany, October 7-10

Europe's largest international food show, alternates years with SIAL Paris. Three companies exhibiting on the Wisconsin pavilion.

International Dairy Federation, Global Dairy Summit, Chicago, October 15-20

Over 1,000 international dairy producers and processors. Wisconsin pavilion promoting livestock, genetics, feed, supplements, cheese and other Wisconsin products. Delegations visiting dairy farms and creameries in Wisconsin hosted by DFW.

Food Export Trade Mission, Seoul, South Korea, October 25-27

Recruiting Wisconsin food companies to join with other Midwest companies to meet buyers in Korea!

For more information on DATCP, USDA, and other food and agriculture trade promotion activities, please visit <https://datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx>



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UPCOMING DATES

WAXC Webinars

- November 15 – ESG and Sustainability
- December 13 – Export Expansion Recap
- January 17 – Export Expansion Recap

WAXC Council Meeting

- September 6



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