

International Agribusiness Center

2019 Export Highlights, Full Year

For Questions, Contact: Mark Rhoda-Reis, Bureau Director - IABC
608-224-5125, mark.rhodareis@wisconsin.gov



Highlights

- Wisconsin exported over \$3.3 billion in agricultural and food products to 151 countries in 2019, a **decrease of nearly 5%**, or nearly **-\$170 million** in value compared to the same period last year. Total 2019 U.S. agricultural and food exports were valued at nearly \$163 billion, a **decrease of \$5 billion** compared to 2018 year end.
- The top three export markets – Canada, Mexico and China make up over 54% of total exports and contributed nearly **\$189 million to the loss** for the same period in 2018. Canada is **down -5.2%**, Mexico is **down -13.5%**, and China is **down -27.8%**.
- The top ten export markets, which make up over 77% of the total, are **down -41.1%** or nearly **-\$224 million**. Japan, Italy, Germany and Taiwan were the only markets among the top ten gaining at year end, with Taiwan showing the highest increase, up 35%. Top ten markets in, order of size, are: Canada, Mexico, China, South Korea, Japan, Italy, Germany, Netherlands, United Kingdom and Taiwan.

The top five markets from 2019 are:

▪ Canada	2018: \$1.44 billion	2019: \$1.37 billion, down -\$75million, -5.2%
▪ Mexico	2018: \$250 million	2019: \$216 million, down -\$34 million, -13.5%
▪ China	2018: \$293 million	2019: \$212 million, down -\$81 million, -27.8%
▪ Korea	2018: \$215 million	2019: \$189 million, down -\$26 million, -12.0%
▪ Japan	2018: \$175 million	2019: \$178 million, up \$ 2 million, up 1.3%

- The top five product categories make up 42% of total exports totaling nearly \$1.4 billion for 2019, a **decrease of 7.6%** or **-\$116 million** from 2018. The top 10 products exported make up a little over 67% of total exports, totaling nearly \$2.4 billion, declined **-5.9%** or **\$140 million**.

Total 2019 exports of the top five products:

▪ Prepared Vegetables, Fruit, Nuts	\$362 million, up \$7 million, 2%
▪ Misc. Preparations, Sauces, yeasts	\$345 million, down -\$22 million, -6.0%
▪ Dairy – Cheese and Whey*	\$238 million, down -\$44 million, -15.6%
▪ Wood and Wood Articles	\$237 million, down -\$34 million, -12.5%
▪ Meat and Fish Preparations	\$223 million, down -\$23 million, -9.4%

**Dairy derivatives such as lactose and casein are not included, which are approximately 0.5% of the dairy total.*

- Wisconsin currently ranks 13th among U.S. states in total Agricultural and Food exports, first in the export of ginseng roots, prepared/preserved cranberries, sweet corn prepared/preserved, raw fur skins and bovine semen. Wisconsin ranked second in the export of whey and third in the export of cheese and edible preparations of meat, fish and crustaceans.
- Key contributors to the loss in Agriculture and Food exports are the retaliatory tariffs in Wisconsin's top markets of Canada, Mexico, China and the EU. Combined exports to the EU28 markets would make it the second largest trading partner after Canada. Swine Fever in China and Southeast Asia, uncertainty in the Mexican domestic economy, the protracted USMCA approval, and the delays in a US/China trade accord, all contributed to the decline.
- Recent positive steps including the passage of USMCA in the US, Phase one trade agreement with China and the US Japan trade agreement are expected to begin reversing the decline in Wisconsin Agriculture and Food exports. However, the export numbers are not likely to improve before the third or fourth quarter of 2020, and the full benefits will not be available until 2021 for many agricultural products, due to the seasonality of those items. Processed food products may see earlier increases.
- The DATCP International Agribusiness Team and leadership are leading trade show and trade mission activities in key growth markets such as the Middle East, Japan, China and Latin America. DATCP leadership and companies will be participating in USDA Trade Missions to The Philippines, The UK and Peru, utilizing Agricultural Trade Promotion funding from USDA, through Food Export Midwest.



Wisconsin's Top 5 Markets for Agricultural Exports

No.	Country	2018 Value (USD)	2018 Value (USD)	% Change	Products with biggest change in value
	All Countries	\$3.50 billion	\$3.33 billion	(-4.88)	
1	Canada	\$1.44 billion	\$1.37 billion	(-5.16)	Increase: prepared vegetables, wood, preparations used in animal feed, dairy products Decrease: raw furskins, misc. edible preparations
2	Mexico	\$250.2 million	\$216.4 million	(-13.53)	Increase: raw hides and skins, prepared vegetables, milling products, preparations used in animal feed Decrease: dairy products, misc. edible preparations
3	China	\$293 million	\$211.7 million	(-27.77)	Increase: prepared vegetables, misc. edible preparations, products of animal origin Decrease: wood, dairy products, raw hides and skins, oil seeds
4	Korea	\$215.3 million	\$189.4 million	(-11.96)	Increase: preparations used in animal feed, misc. edible preparations Decrease: meat, prepared vegetables, dairy products, raw furskins, raw hides and skins
5	Japan	\$175.2 million	\$177.8 million	1.32	Increase: meat, preparations used in animal feed, oil seeds Decrease: preparations of meat, dairy products, prepared vegetables, wood

Wisconsin's Top 5 Agricultural Exports

Rank	HS Code	Product	2018 Value (USD)	2019 Value (USD)	% Change
		All Products	\$3.50 billion	\$3.32 billion	(-4.88)
1	20	Preparations of Vegetables, Fruits, Nuts, etc.	\$354.8 million	\$362 million	1.97
2	21	Miscellaneous Food (ingredients, sauces, yeasts, mustards)	\$366.5 million	\$344.5 million	(-6.02)
3	04	Dairy/Eggs/Honey/Etc (cheese, milk, whey, butter, etc.)	\$282.2 million	\$238 million	(-15.58)
4	44	Wood And Articles Of Wood; Wood Charcoal	\$269.8 million	\$236.7 million	(-12.48)
5	16	Edible Preparations Of Meat, Fish, Crustaceans Etc	\$245.7 million	\$223.2 million	(-9.38)