



Growing Wisconsin Food and Agricultural Exports

International Agribusiness Center

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

January 11, 2023 Wisconsin Agricultural Export Webinar

WISCONSIN AGRICULTURAL EXPORT WEBINAR – JANUARY 2023

Agenda

Welcome and Opening Remarks

Secretary Randy Romanski

Food Export Association Branded Program

Molly Burns, Branded Program Manager, Food Export Association

Great Lakes and St. Lawrence Seaway Update –

Peter Hirthe, International Trade Specialist, The Great Lakes St. Lawrence Seaway Development Corp.

DATCP and WEDC Trade Promotion Activities January – June 2023

Katy Sinnott – WEDC, Lisa Stout - DATCP

- **Adjourn**



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Food
Export
Midwest USA



Food
Export USA
Northeast

Food Export's Branded Program





Molly Burns

Branded Program Manager
Food Export - Midwest



Wisconsin Agricultural Export Webinar Jan 2023

Mission

Promote the export of Midwest and Northeast food and agriculture products through our programs and services.



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Who is Food Export?

- Private, non-profit international trade organizations
- Work with small- and medium-sized producers in the Midwest and Northeast U.S.
- Focus on value-added products
- Members are State Agricultural Promotion Agencies



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Types of U.S. Companies We Assist

- U.S.-Owned Company
- Company must be 'small' (SBA Guidelines) or a cooperative
- All products must have a minimum of 50% U.S. agricultural origin
- Willing and able to fund exports and ongoing promotion

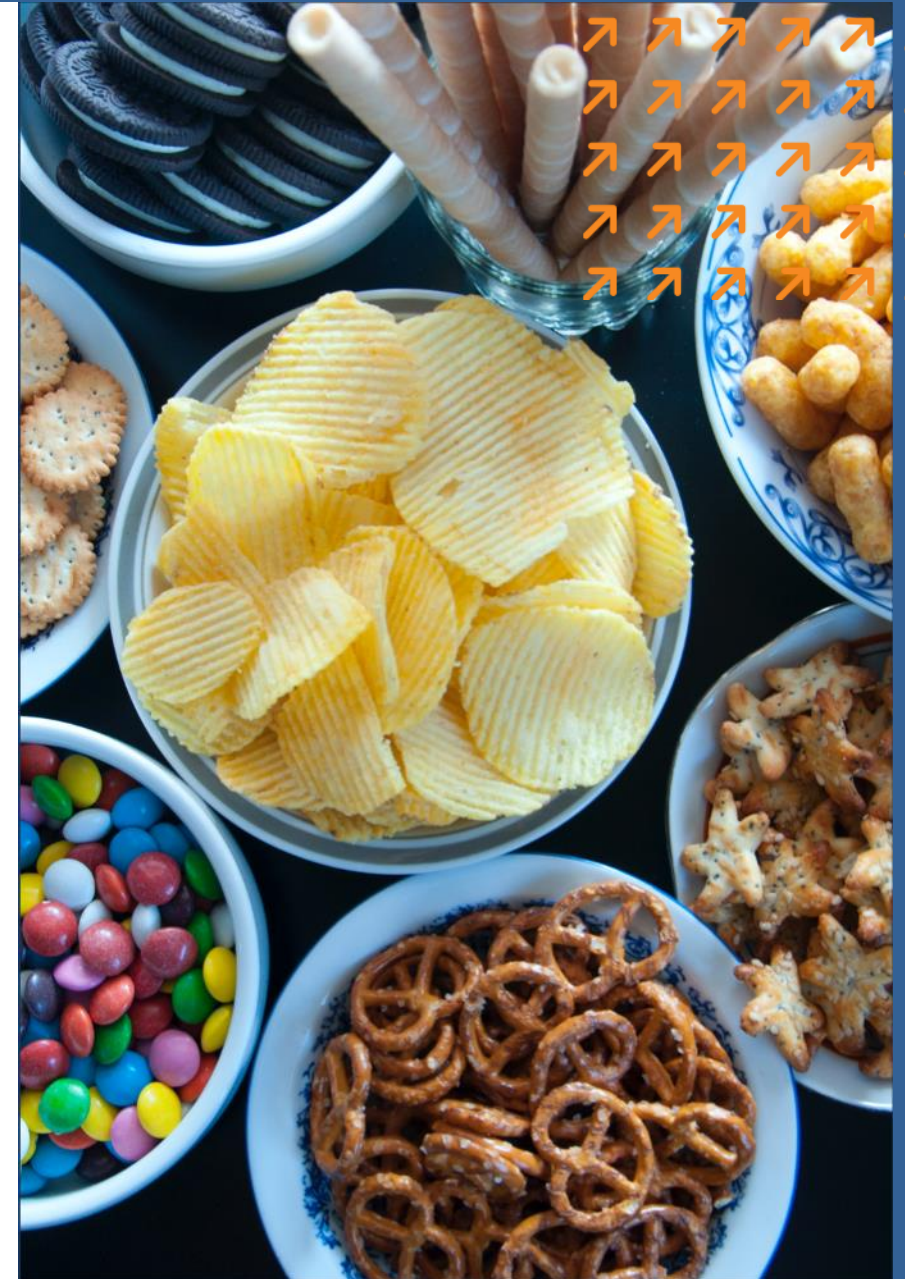


Products

- Branded Food Products
- Snack Foods
- Convenience Foods
- Natural Products
- Specialty Foods
- Private Label



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Products Continued

- Food Ingredients
- Foodservice Products
- Feed Ingredients
- Petfood
- Seafood
- Other Value-Added Ag Products



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Wood-Based Products

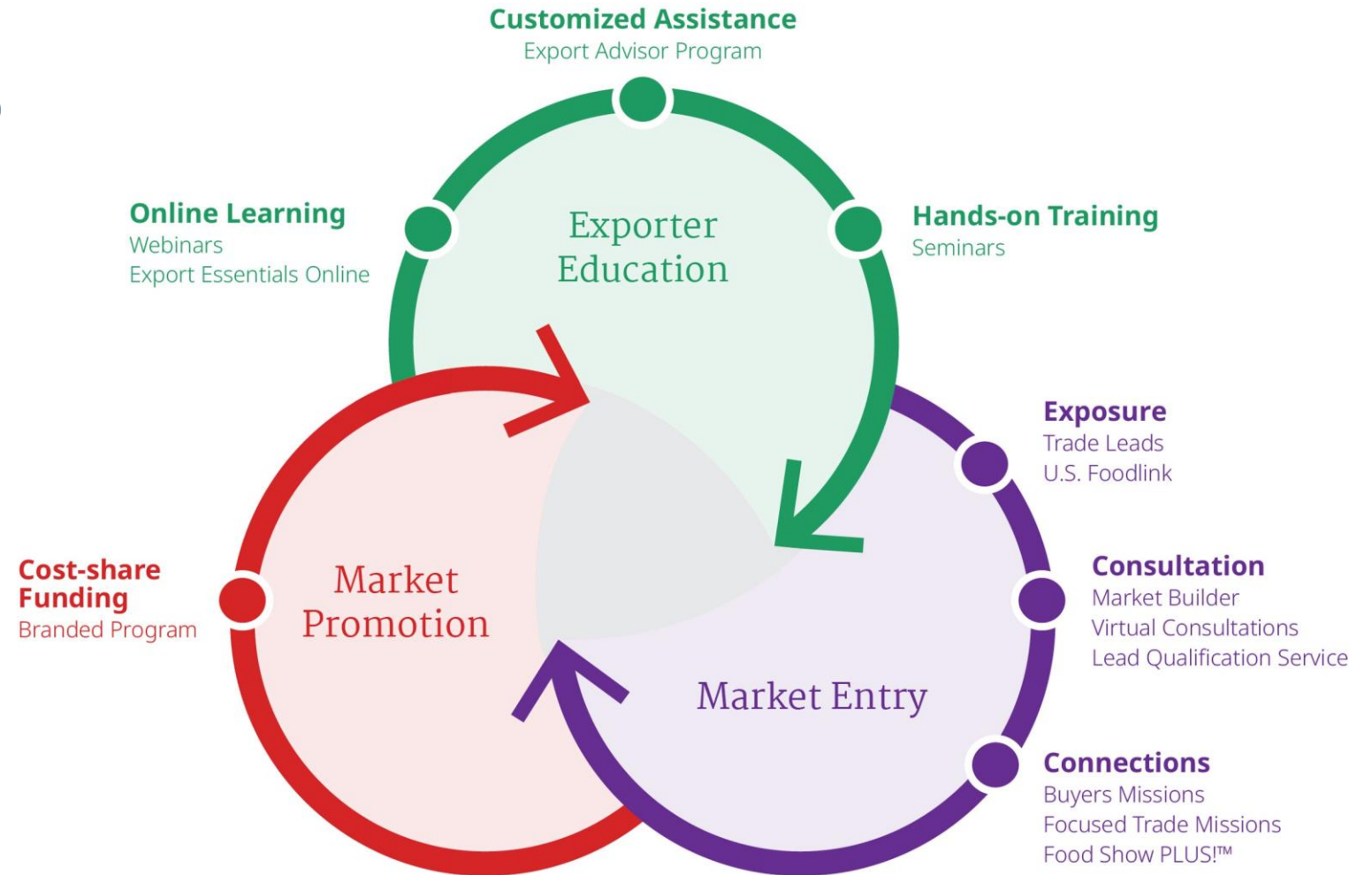
The following products may be eligible based on Chapter 44 of the Harmonized System:

- Poles, Piles, Posts (utility poles and fencing)
- Wood Wool and Wood Flour
- Railway Ties
- Densified Wood
- Picture, Mirror, and Other Wood Frames
- Pallets and Crates
- Cooperage products
- Tool and Tool Handles of Wood
- Builders Joinery items, including Doors, Windows, and Shingles
- Tableware and Kitchenware of Wood
- Statuettes and Other Ornaments of Wood and Jewelry and Similar Boxes
- Miscellaneous Wood Products
- Log Homes and Other Prefab Wood Homes (traditional 2x4 construction)



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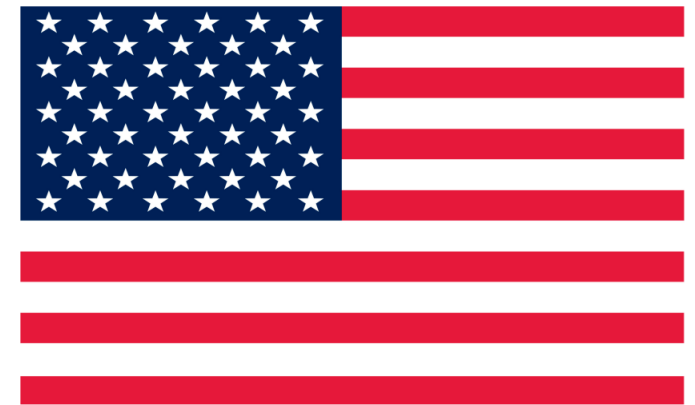
How We Help



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Branded Program

- We reimburse 50% of export marketing expenses
- All activities approved in advance
- Company incurs all expenses up front
- Company includes US origin statement in marketing
- Funding per company per year:
\$2,500 - \$300,000



PRODUCTS OF THE
★ USA ★



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Eligible Activities

- Tradeshow Expenses
- General Promotional Activities
- Promotional/Giveaway items
- Product Demonstrations/Merchandising
- Social Media Campaigns
- Website Development
- Public Relations
- Packaging and Label Modifications
- Freight for sample shipments
- And more!



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International Trade Shows

Virtual or In-Person



Eligible Expenses

•Exhibition fee	New Product Showcase	GES/Freeman expenses	Electrical
Freight to/from show	Booth buildout, banners, signage	•POS materials	Uniforms
	Part-time contractors	Giveaway Items	

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VIV ASIA



Certain U.S. Tradeshows



INTERNATIONAL PRODUCTION & PROCESSING EXPO

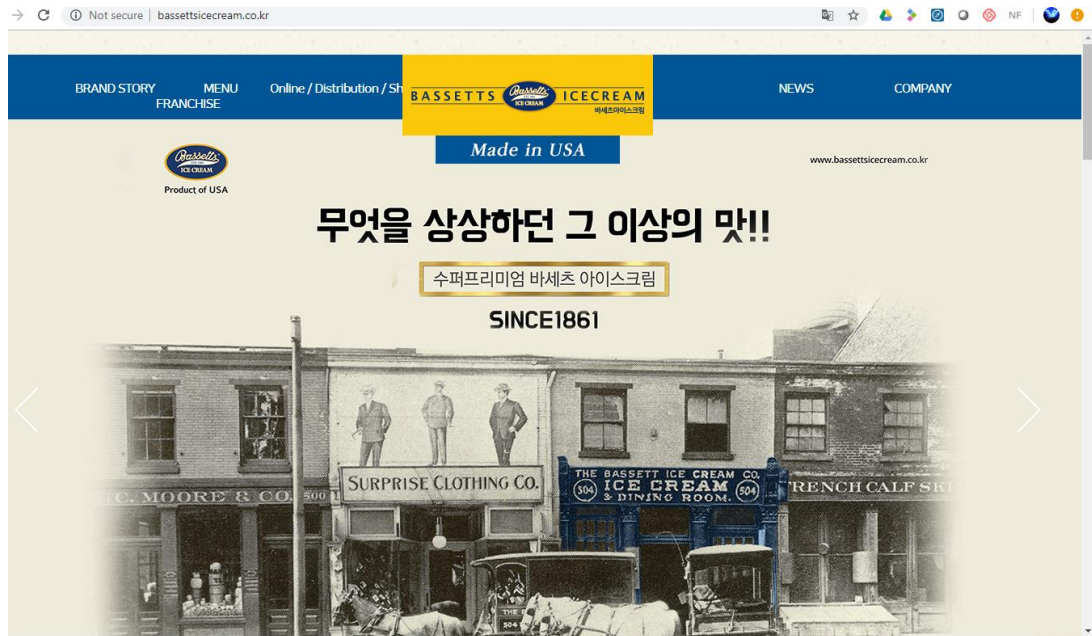


A **TASTE** OF
THE **STATES**



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Websites & Online Advertising



Website for South Korea

Web Banners for Hong Kong



Social Media

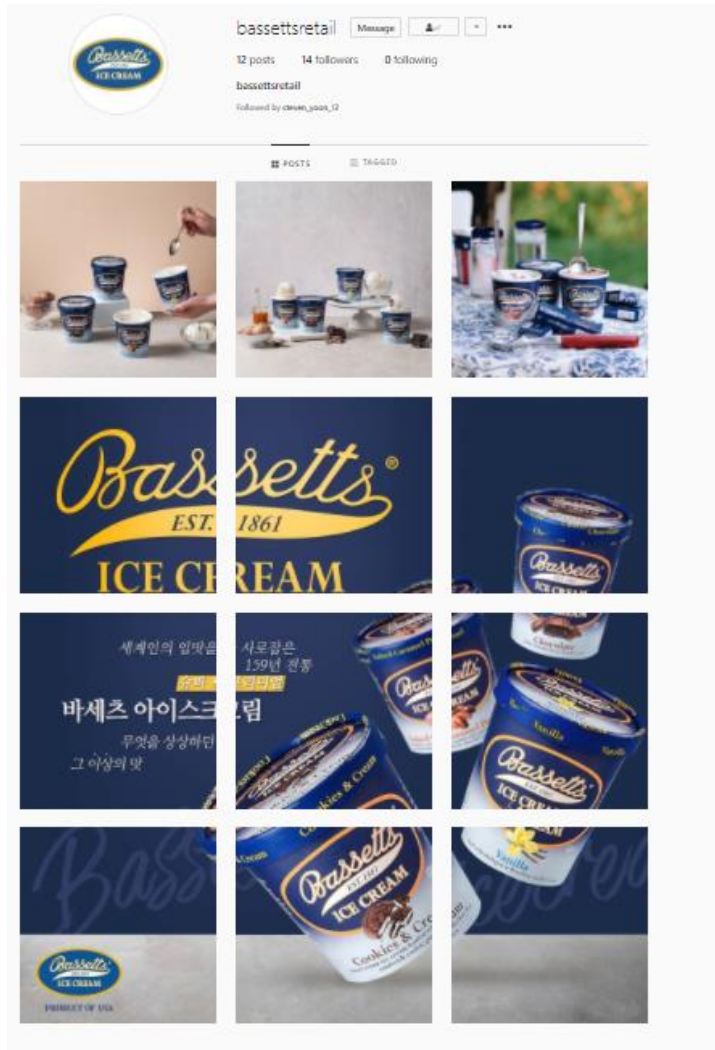


Web & Social

Eligible Costs Include:

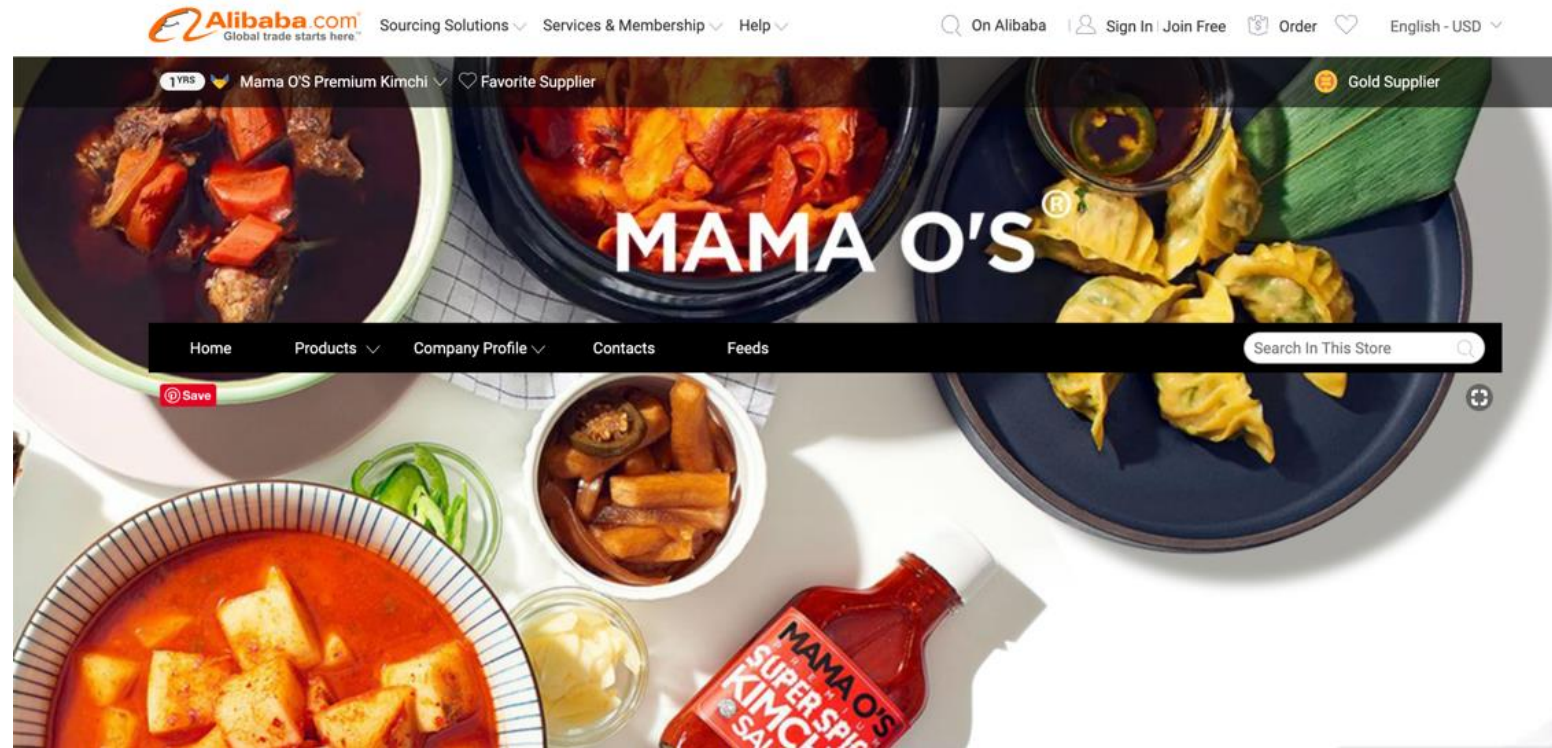
- SEO and other online advertisements
- Website Development, Updating, and Servicing
- Social Media Management
- Content Development





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E-Commerce



Online E-commerce Site

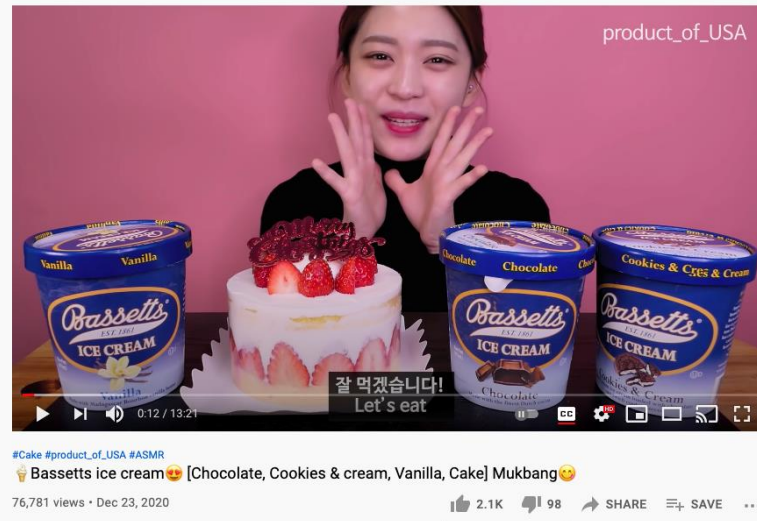


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Videos



Video that walks viewer through supplier's entire food service product line



Commercial in Arabic for U.S. Mayonnaise for the U.A.E. & Saudi Arabia



Product placement in a South Korean ASMR Mukbang YouTube Video

Mukbang is a type of video that features a person eating a large quantity of food in one sitting.



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Videos



Video of
harvest and
processing



Wisconsin Agricultural Export Webinar Jan 2023

Give-Away Materials



Hats



Shirts



Masks



Print Advertising

打開了她的胸... 她不再... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

實乙玲長樂... 實乙玲女士... 在健身房... 她不再... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

▲實乙玲(左)：體態影響... 打... 跑... 又... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

▲實乙玲(右)：體態影響... 打... 跑... 又... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

▲實乙玲(上)：體態影響... 打... 跑... 又... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

▲實乙玲(下)：體態影響... 打... 跑... 又... 體態影響... 她也挺了起... 「總算比... 有女人的樣子...」

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Turkey



Large Format Advertising



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POS Materials

Core & Rind

Plant-Based, Dairy-Free, Gluten-Free,
100% Clean Ingredients, Paleo, Soy-Free



Sharp & Tangy

Ingredients: Pumpkin, Cashews, Apple Cider Vinegar, Extra Virgin Olive Oil, Nutritional Yeast, Organic Dijon Mustard (Organic Distilled Vinegar, Organic Mustard Seed, Organic Spices), Sea Salt, Tomato Paste, Garlic Powder, Onion Powder, Turmeric Powder



Bold & Spicy

Ingredients: Pumpkin, Cashews, Apple Cider Vinegar, Extra Virgin Olive Oil, Nutritional Yeast, Organic Dijon Mustard (Organic Distilled Vinegar, Organic Mustard Seed, Organic Spices), Sea Salt, Tomato Paste, Chipotle Chili Pepper Powder, Chili Powder, Onion Powder, Paprika, Black Pepper, Garlic Powder, Turmeric Powder



Rich & Smoky

Ingredients: Pumpkin, Cashews, Apple Cider Vinegar, Extra Virgin Olive Oil, Nutritional Yeast, Organic Dijon Mustard (Organic Distilled Vinegar, Organic Mustard Seed, Organic Spices), Sea Salt, Tomato Paste, Paprika, Garlic Powder, Natural Liquid Smoke, Onion Powder, Turmeric Powder



Smooth & Savory

Ingredients: Cashews, Extra Virgin Olive Oil, Apple Cider Vinegar, Organic Dijon Mustard (Organic Distilled Vinegar, Organic Mustard Seed, Organic Spices), Capers, Balsamic Vinegar, Garlic Powder, Sea Salt, Melissa

Cashew Cheesy Sauce

Serving Size: About 4.5, Serv. Size: 1/3 cup (73g), Amount Per Serving: **Calories 60, Total Fat 4g** (8% DV), Sat. Fat: 3.0g (3% DV), Trans Fat: 0g, **Cholesterol** 10mg (2% DV), **Sodium** 20mg (0.4% DV), **Total Carb.** 1g (0.2% DV), Fiber: 0.3g (7% DV), Total Sugars 1g (0.2% DV), Added Sugars: 0% DV, Protein 3g, Vit. D 10% DV, Calcium 10% DV, Iron 4% DV, Pot. 2% DV.

Cashew Creamy Sauce

Serving Size: 4, Serv. Size: 1/3 Cup (76g), Amount Per Serving: **Calories 160, Total Fat 15g** (30% DV), Sat. Fat: 2.5g (5% DV), Trans Fat: 0g, **Cholesterol** 0mg (0% DV), **Sodium** 4mg (0.08% DV), **Total Carb.** 4g (8% DV), Fiber: 1.2g (2% DV), Total Sugars 1g (0.2% DV), Added Sugars: 0% DV, Protein 3g, Vit. D 10% DV, Calcium 10% DV, Iron 4% DV, Pot. 2% DV.



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1



gomacro
MACROBAR
peanut butter chocolate chip

Nutrition Information		Serving Size: 1.5oz (42g)	
		Per Serving	% Daily Value*
Calories	150	150	30%
Total Fat	12g	12g	24%
Sodium	100mg	100mg	20%
Total Carb.	20g	20g	40%
Fiber	2g	2g	4%
Sugars	10g	10g	20%
Protein	4g	4g	8%


2



gomacro
MACROBAR
coconut + almond butter + chocolate chips

Nutrition Information		Serving Size: 1.5oz (42g)	
		Per Serving	% Daily Value*
Calories	150	150	30%
Total Fat	12g	12g	24%
Sodium	100mg	100mg	20%
Total Carb.	20g	20g	40%
Fiber	2g	2g	4%
Sugars	10g	10g	20%
Protein	4g	4g	8%


3



gomacro
MACROBAR
banana + almond butter

Nutrition Information		Serving Size: 1.5oz (42g)	
		Per Serving	% Daily Value*
Calories	150	150	30%
Total Fat	12g	12g	24%
Sodium	100mg	100mg	20%
Total Carb.	20g	20g	40%
Fiber	2g	2g	4%
Sugars	10g	10g	20%
Protein	4g	4g	8%


4



gomacro
MACROBAR
cashew caramel

Nutrition Information		Serving Size: 1.5oz (42g)	
		Per Serving	% Daily Value*
Calories	150	150	30%
Total Fat	12g	12g	24%
Sodium	100mg	100mg	20%
Total Carb.	20g	20g	40%
Fiber	2g	2g	4%
Sugars	10g	10g	20%
Protein	4g	4g	8%

NEW



gomacro
MACROBAR
dark chocolate + almonds



Nutrition Information		Serving Size: 1.5oz (42g)	
		Per Serving	% Daily Value*
Calories	150	150	30%
Total Fat	12g	12g	24%
Sodium	100mg	100mg	20%
Total Carb.	20g	20g	40%
Fiber	2g	2g	4%
Sugars	10g	10g	20%
Protein	4g	4g	8%



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Tray dimensions: 20cm Length x 15cm Width x 6cm Height
 MacroBar™ trays are bio-degradable, made with 100% post-consumer waste.





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Demonstrations/Merchandising: Display

Supplies



Temporary Display Stand



Export Packaging and Labeling



Russian



Arabic



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Chef Demonstrations



Eligible Costs Include:

- Hourly/Daily Rate for Chef
- Room, equipment rental
- Banners, signage
- Sampling materials
- Freight for samples



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Marketing Costs Incurred by Importer



Apply with the U.S. supplier

Promote supplier's or importer's brand

Importer provides documentation for reimbursement

How the Branded Program Works



Program Fees

1. \$250 Application Fee
2. 6% Administrative Fee



2023 Key Dates

What's Due?	When?
2023 Program Year Opened	August 1, 2022
Submit Application	ASAP/Before incurring eligible expenses
Conclude Activities and Make Payment	December 31, 2023
Claims Submission Deadline	February 28, 2024

Apply Annually

Apply Early



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How to be Reimbursed

1. Submit claims online
2. Required for each claim:
 - Invoice
 - Proof of Payment
 - Proof of Activity
 - US Origin Statement
3. Food Export staff follows up with any questions
4. Claims typically paid within 30 days of submission





Food
Export
Midwest USA



Thank You

Visit us online at

www.foodexport.org

Contact us:

info@foodexport.org

Stay up to date by following us on
Social Media



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GREAT LAKES ST LAWRENCE SEAWAY SYSTEM

The 2022 Navigation Season

&

Agricultural Export Developments

WI Agricultural Export Advisory Council

Madison, WI

January 11, 2023

Peter Hirthe

Great Lakes Regional Representative

GLS Office of Trade & Economic Development



The Great Lakes St. Lawrence Seaway



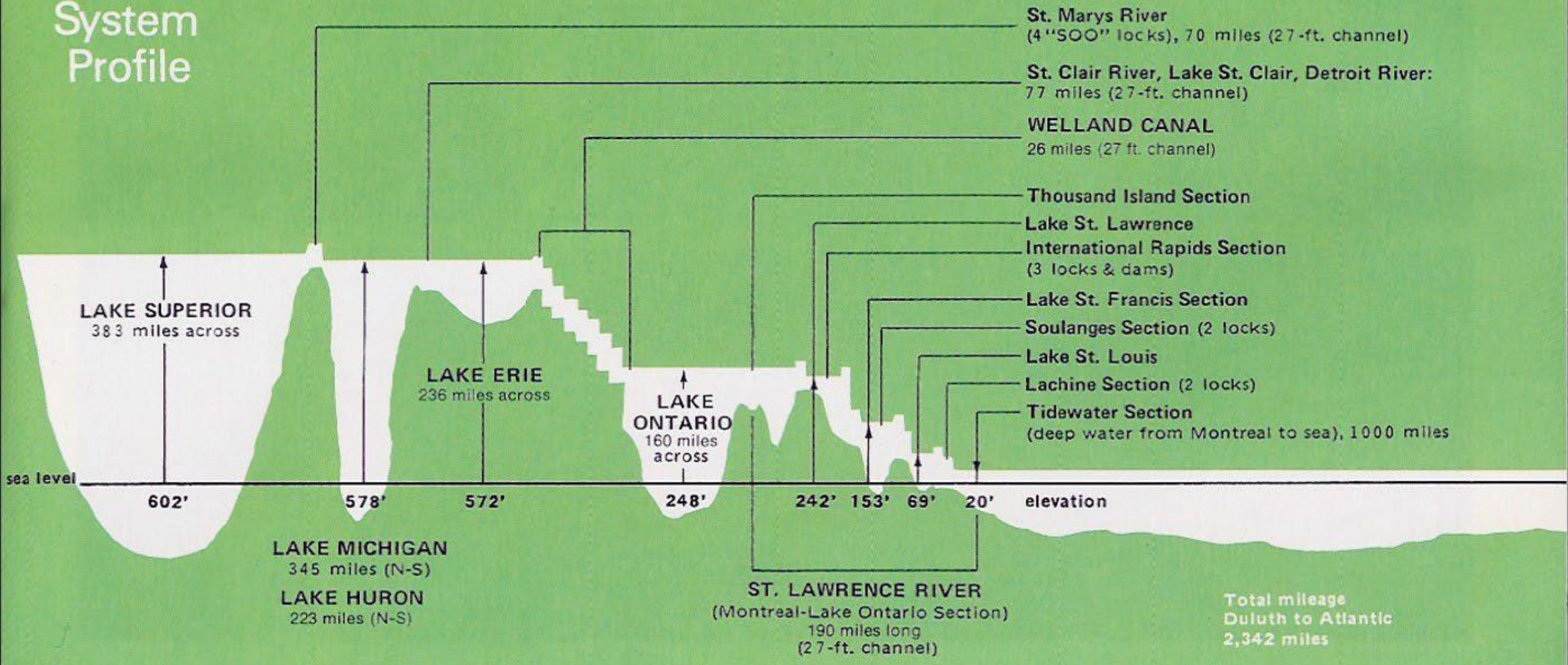
GREAT LAKES ST. LAWRENCE SEAWAY DEVELOPMENT CORPORATION (GLS)

- A wholly owned Government Corporation and an operating Administration of the U.S. Department of Transportation
- Responsible for the operations and maintenance of the U.S. portion of the St. Lawrence Seaway between Montreal and Lake Erie
 - Maintain and Operate Two U.S. Seaway Locks
 - Vessel Traffic Control
 - Trade Development
- Bi-National Operations with the Canadian St. Lawrence Seaway Management Corp. (SLSMC)
 - Maintain Thirteen CA Seaway Locks, Five between Montreal and Lake Ontario and Eight in the Welland Canal (Niagara Falls)
 - Tolls (Incentive Programs)
 - Manage HWY H2O





System Profile



60 STORY WATER "STAIRCASE"

The Seaway

- Great Lakes Seaway System is 2,342 miles long and borders two countries, eight U.S. states and two Canadian provinces.
- Operational approximately 285 days of the year, over 99.5% system reliability
- Cargo carried by U.S. Lakers, Canadian Lakers, International Carriers (“salties”), and barges throughout the Seaway System.
- On its own, the Great Lakes Regional economy would rank 3rd globally behind only the U.S. and China with a GDP of \$5.5 trillion.
- Vessels cross the international border 27 times when transiting the system end to end.



SYSTEM RESILIENCY

2020: 37.736 million tons (-1.66%)

Sectors Impacted: Manufacturing (Auto), Steel, & Construction Sectors of

Strength: Grain & Project Cargo

(Grain up 27%, Wind Energy cargo record set in Duluth, 10 U.S Ports Handled)

2021: 38.193 million tons (+1.14%) Sectors

Impacted: Grain, Project Cargo

Sectors of Strength: Steel, Iron Ore, Construction, & Manufacturing (Iron Ore up 13%, General Cargo up 73.19%, Dry Bulk up 7.7%)

2022: November tonnage lagged 6.82% behind 2021 (Strong December) Sectors

Impacted: Wheat

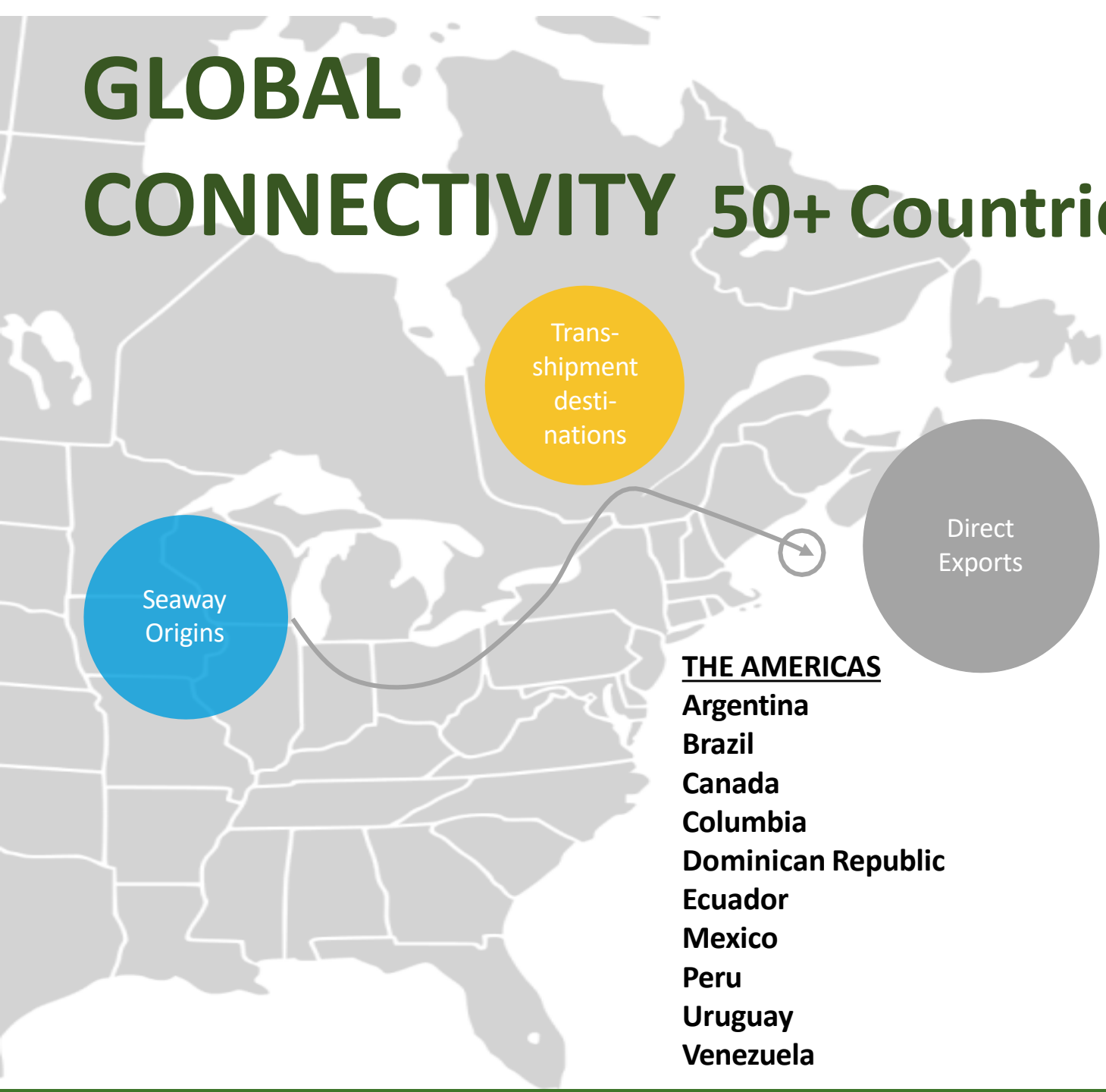
Sectors of Strength: US Grain Overall (Corn & Soybeans), Coke Exports, Potash Exports, U.S. Container Volumes

***Three Navigation Seasons-Three Very Different Tonnage Formulas**

***Trade With Over 50 Countries Consistent Each Navigation Season**

***System Reliability Consistently Over 99.5 % Each of these Navigation Seasons (Mid-March Through December)**

GLOBAL CONNECTIVITY 50+ Countries



THE AMERICAS

Argentina
Brazil
Canada
Columbia
Dominican Republic
Ecuador
Mexico
Peru
Uruguay
Venezuela

TRANS-ATLANTIC

Austria
Belgium
Czech Republic
Denmark
England
Estonia
Finland
France
Germany
Gibraltar
Greece
Hungary
Ireland
Italy
Lativa
Luxembourg
Netherlands
Norway
Poland
Portugal
Spain
Sweden
Turkey
Ukraine
United Kingdom

AFRICA

Algeria
Egypt
Israel
Morocco
Nigeria
Senegal
South Africa
Tunisia

ASIA

China
India
Indonesia
Japan
Malaysia
South Korea
Taiwan
Thailand

**EACH SHIP INTO THE SYSTEM INCREASES THE
EXPORT CAPACITY OF THE SYSTEM**

**A Seaway Ship is an 8,000-22,000 MT Container
Exports Provide Lane Balance**



2022 NAVIGATION SEASON

Some Observations:

1. Wheat export volumes impacted by weak 2021 crop.
2. Ocean vessel volumes into system increased over 2021, lakers decreased.
3. Vessels ballasting in for cargo increased (Driven by supply chain disruptions).
4. Cleveland-Europe Express Liner service increased container vessel services.
5. Duluth had first full season with maritime container capability.
6. Corn & Soybean exports moved out of system in strong volumes.
7. Inbound steel was stable in support of the manufacturing sector.
8. Wind energy project cargos were strong in New York and Michigan regions.
9. Oswego's new Ag Export facility loaded corn and soybean export vessels.
10. Coke was in high demand globally.
11. Potash was in high demand globally.



A SEAWAY OPPORTUNITY

“Maritime Supply Chains Under Stress”

The Great Lakes St Lawrence Seaway System continues to be looked at by shippers with disrupted supply chains in need of relief and/or diversification.

Factors At Play:

- Container Shippers Looking for Maritime Alternatives**
- International Buyers Seeking Alternative Sourcing (Agricultural Products)**
- The Seaway System Has Vessel Capacity**
- The Seaway System is A Reliable Route From Open to Close (Over 99.5%)**
- Seaway Vessel Accessibility Has Increased: HFM since 2020**
- Seaway Provides Maritime Access Into 3rd Largest Economy in World**
- Seaway System is an Agricultural Export System “Steel In-Grain Out”**
- Increased Seaway Utilization Adds Sustainability & Balance to North America’s overall supply chain**
- Increased Port & Terminal Infrastructure Investment is Underway**
- Increased Funding Sources (MARAD PIDP-WI HAP-OH MAP-EDA-EPA....)**

HANDS FREE MOORING (HFM)



SEIZING OPPORTUNITY

1. **Developing A Great Lakes Container Network (Diversify the Seaway Export Lane)**

- A. Cleveland Expanded Service in 2021 (Direct Connection to Antwerp)
- B. Duluth Attained U.S. Customs & Border Protection Container Clearance in 2021
- C. Monroe in 2023 will construct a container terminal.
- D. Other Great Lakes ports continue to evaluate their container markets (Chicago)

2. **Increasing U.S Bulk Agricultural Exports**

- A. Expand shipper access. New facilities at Port of Oswego, Port of Duluth, and, in 2023, at Port Milwaukee.
- B. Promote the Seaway System to Emerging Overseas Markets for US Agricultural Exports.

3. **Developing New Trade Lanes (Lane Balance)**

- A. Identify & Engage New Ocean Carriers & Cargos (More Inbound Vessel Traffic)
- B. Amplify Liner Services with Europe, North Africa, & Middle East, Expand Beyond (Feeder Services)
 - *Provide Midwest shippers more global maritime supply chain options via the Seaway
- C. Short Sea Shipping Within In the System

1. **Continued Port Infrastructure Investments Add Value To The Seaway's Maritime Supply Chain**

- *Container Capability –Storage & Warehousing Capacity-Multimodal Connectivity....

SUPPORTIVE GLS INITIATIVES

“INCREASE GREAT LAKES SYSTEM AWARENESS”

- Overseas Trade Missions: (Import and Export Dialogue)
- Cargo Trade Show Visibility: (Domestic & **International**)
 - Increase Great Lakes Seaway awareness & understanding
 - Catalyze growth of maritime trade-more ships in is more capacity out
- Trade Association Membership: Direct engagement on what the Great Lakes Maritime Supply Chain can offer to shippers:
(SSGA-U.S. Grains Council-NGFA-NCBFAA-Cleanpower-USSEC)
- Local Outreach: Support and strengthen relationships between Great Lakes Ports, importers, exporters/growers within their respective Regions to identify opportunities.



Website Resources

www.greatlakes-seaway.com

www.seaway.dot.gov www.hwylh2o.com



THANK YOU!

Peter Hirthe

International Trade Specialist

Great Lakes Saint Lawrence Seaway

Development Corporation

Washington, DC

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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)

WEDC GLOBAL TRADE AND INVESTMENT TEAM

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Global Trade & Investment
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We are here to help!



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DATCP TRADE PROMOTION ACTIVITIES JANUARY-JUNE 2023

January 14-27, Winter Fancy Food Show, Las Vegas, Wisconsin Training and Tour

Thailand Cheese Importers – Cochran Delegation – Wisconsin dairy exporters

Lead: Lisa Stout

January 18-28, International Dairy Week, New Zealand Dairy Producer Trade Show

USLGE Trade show pavilion – Wisconsin livestock and genetics companies participating

Lead: Jennifer Lu

February 20 – 23 GulFood, UAE – Wisconsin Pavilion in the world’s largest annual food show

WIAE Funded – 2 Wisconsin dairy companies participating

Lead: Lisa Stout, Shirley Acedo



DATCP TRADE PROMOTION ACTIVITIES JANUARY-JUNE 2023

March 9-10 VIV Asia, Bangkok Thailand Agricultural Trade Show and Buyer Mission

WIAE, USLGE and Food Export Funded – 9 Wisconsin Livestock, Genetics, Feed Companies | Organization

Lead: Luis Santana and Jennifer Lu

March 28 -30, SIAL Americas, Las Vegas, NV, Food Show DFW Stand

WIAE Funded 2 Wisconsin Dairy and Crop Companies supported, meeting foreign dairy buyers

Lead: Shirley Acedo

April 25-28 Food and Hotel Asia Singapore, Food Export pavilion Food Show Plus activity

Food Export Funded – Wisconsin Dairy and Crop Companies Recruiting

Lead: Lisa Stout



DATCP TRADE PROMOTION ACTIVITIES JANUARY-JUNE 2023

May 2-7 SIAM, Meknes Morocco Agricultural Show Wisconsin Pavilion

USLGE and STEP funded - Wisconsin livestock, genetics and feed companies, Recruiting

Lead: Luis Santana

May 9 – 12 Interzum Cologne Germany Wood Products Show Wisconsin Pavilion

STEP funded – Wisconsin wood products companies, Recruiting.

Lead: Jennifer Lu

June 5-9 Wisconsin Inbound Wood Buyers Mission

WIAE funded – Wisconsin wood products companies meeting foreign buyers, Recruiting

Lead: Jennifer Lu



DATCP TRADE PROMOTION ACTIVITIES JANUARY-JUNE 2023

June 8-11, Semana Verde Galicia Spain, Agricultural Products Show Wisconsin stand
STEP Funded - Wisconsin livestock, genetics and feed companies, Recruiting

Lead: Luis Santana

June 10-16, Wisconsin Agricultural Trade Mission to the UK London and Manchester
WIAE Funded – 6 Wisconsin companies dairy, genetics, feed, wood, ginseng, craft distilled spirits and beers, food products, Recruiting.

Lead: Secretary Romanski, Shirley Acedo, Jennifer Lu, Mark Rhoda Reis.

For more information on DATCP, USDA and other food and agriculture trade promotion activities please visit...

<https://datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx>



WISCONSIN AGRICULTURAL EXPORT WEBINAR – NOVEMBER 2022

Agenda

Welcome and Opening Remarks

Secretary Randy Romanski

Food Export Association Branded Program

Molly Burns, Branded Program Manager, Food Export Association

Great Lakes and St. Lawrence Seaway Update –

Peter Hirthe, International Trade Specialist, The Great Lakes St. Lawrence Seaway Development Corp.

DATCP and WEDC Trade Promotion Activities January – June 2023

Katy Sinnott – WEDC, Lisa Stout - DATCP

- Adjourn



Thank you!



International Agribusiness Center

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