



**Robert M. La Follette
School of Public Affairs**
UNIVERSITY OF WISCONSIN-MADISON

Workshop Policy Brief

Prepared for International
AgriBusiness Center (IABC),
Wisconsin Department of
Agriculture, Trade
and Consumer Protection

By

Tamanna Akram
William Doty
Eric Trey Mueller
Logan Pearlman

Key Question

What are the next top export
destinations and products for
Wisconsin agricultural producers
in the next three to five years?

Highlights

Using quantitative and qualitative
data, the Market Selection Tool
identifies opportunity markets.

Research about other export
markets and policies to support
Wisconsin exporters can be
improved.

The full report is available at
[www.lafollette.wisc.edu/outreach-
public-service/service-learning](http://www.lafollette.wisc.edu/outreach-public-service/service-learning)

Robert M. La Follette
School of Public Affairs
1225 Observatory Drive
Madison, WI 53706
608-262-3581
info@lafollette.wisc.edu

Spring 2021

Unsung Opportunities: Wisconsin Agricultural Exports

This report identifies new export destinations for Wisconsin food, forestry, and agricultural producers based on quantitative and qualitative analyses. We identified the top opportunity markets for Wisconsin exporters during the next three to five years, excluding the largest 10 established trading partners, based on an analysis of trade flow data, demographic indicators, and data on capacity, corruption, and business environment by country. Each country and product were assigned a total score (in parentheses) and the top five countries and products are displayed below.

Country-Product Rank Matrix (Country, by product ranking)

Country Product	AUSTRALIA	INDONESIA	FRANCE	THAILAND	SPAIN	BRAZIL
1st	21: Miscellaneous Edible Preparations (82)	12: Miscellaneous Seeds (81)	12: Miscellaneous Seeds (69)	12: Miscellaneous Seeds (68)	08: Edible Fruit/Nuts (67)	21: Miscellaneous Edible Preparations (57)
2nd	22: Spirits (81)	04: Dairy/Honey (80)	21: Miscellaneous Edible Preparations (67)	23: Food Residues/ Animal Feeds (68)	44: Wood (65)	15: Oils/Fats (56)
3rd	20: Prepared Vegetables (80)	21: Miscellaneous Edible Preparations (79)	23: Food Residues/ Animal Feeds (66)	04: Dairy/Honey (65)	15: Oils/Fats (65)	22: Spirits (54)
4th	23: Food Residues/ Animal Feeds (79)	17: Sugar/Candy (78)	3302: Materials for Beverages (66)	03 Fish/Crustacean (64)	10: Cereals (62)	05: Animal Products (54)
5th	44: Wood (79)	3302: Materials for Beverages (77)	04: Dairy/Honey (65)	21: Miscellaneous Edible Preparations (61)	03: Fish/Crustacean (61)	10: Cereals (54)

Source: Market selection tool. Note: darker shades indicate higher frequency in top five products. For example, HS code 21 appears in the top five products most often at five occurrences.

Recommendations

In addition to the county-product matrix, this report finds:

- The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) should strengthen export market analysis by adding or refining key attributes and weights based on data correlating to export potential to the Market Selection Tool.
- DATCP should use the Market Selection Tool to analyze attributes for additional countries.
- DATCP and industry trade groups should allocate additional resources to proactively engage and support Wisconsin producers of high-demand agricultural goods.
- DATCP should identify variables that are significantly correlated with the food policy environment in Wisconsin.

