



Details of Record 2011 Wisconsin Agricultural Exports

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MADISON – The world’s population continues to grow, and with about 96% of consumers outside of the United States’ borders, there is a growing need for food. Wisconsin, with its reputation for safe and quality products, is in a unique position to provide that food and other agricultural products to the world.

Governor Scott Walker announced today that Wisconsin agricultural exports reached a record high in 2011 with a total value of \$2.85 billion. This is an 18-percent increase in the state’s agricultural exports in 2011 over 2010.

Wisconsin was ranked 16th among states for agricultural exports in 2011, an improvement from a ranking of 17th in 2010. Wisconsin leads the nation in the export of: bovine semen, flax seed, ginseng roots, canned sweet corn, mustard flour, mixes and dough for the baking industry, and yeasts.

“Exports are an important segment of Wisconsin’s agricultural industry creating additional markets for our products, profit for our farmers and companies, and jobs for our state citizens,” said Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel.

“Wisconsin has customers in over 130 countries, and our international markets continue to grow around the world.”

Top Export Destinations

The DATCP International Trade Team continues to build relationships with our trading partners and identify emerging markets with growing economies and populations. In January, Secretary Brancel made a trade visit to Vietnam to identify opportunities and challenges for Wisconsin businesses, which could eventually lead to increased agricultural exports to the country.

In 2011, the top five agricultural export markets for Wisconsin were: Canada, Mexico, South Korea, China, and Japan. Canada was Wisconsin’s top agricultural export market in 2011 with a value of \$1.34 billion, an increase of 48-percent over 2010.

The second most valuable agricultural export market to Wisconsin in 2011 was Mexico, a value of \$196 million. South Korea was Wisconsin’s third most valuable agricultural export market in 2011 with a value of \$125 million, an increase of 34-percent. With a value of \$118 million, China was Wisconsin’s fourth most valuable agricultural export market, increasing by 43-percent over 2010.

The fifth most valuable agricultural export market in 2011 for Wisconsin was Japan. Agricultural exports to Japan in 2011 were valued at \$104 million, a 7-percent increase over 2010.

“The recent passage of the Colombia, Panama and Korea trade agreements clarify entrance requirements to these countries and provide a more competitive playing field for Wisconsin exporters,” added Brancel. “These agreements allow Wisconsin companies greater access to international markets and increased possibilities for our agricultural products.”

Most Valuable Export Categories

Our strong agricultural export growth continues to thrive from the diversity of Wisconsin’s farms and processing facilities. The most valuable agricultural export to Wisconsin in 2011 was cereal grains, which includes wheat, corn, and barley. Exports of cereal grains were valued at \$380 million in 2011.

Beverages were the second most valuable agricultural export category in 2011 for Wisconsin, valued at \$318 million. This category primarily includes ethanol. Exports of this category increased 214-percent from 2010 to 2011.

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The third most valuable export category in 2011 was miscellaneous foods, including sauces, yeasts, and other prepared foods. Miscellaneous foods, valued at \$249 million, increased 24-percent over 2010.

Dairy, eggs, and honey were the fourth highest export in 2011, increasing 8-percent over 2010. Exports of dairy, eggs, and honey were valued at \$231 million in 2011.

The fifth highest export to Wisconsin in 2011 was baking-related goods, including baking mixes and dough. Baking-related goods increased 28-percent from 2010 to 2011 with a value of \$226 million.

“Trade expansion in Wisconsin will continue to encourage investment and more rapid economic growth,” concluded Brancel. “I encourage companies of all sizes to take advantage of the resources available to enter or expand their stake in the international marketplace.”

The DATCP International Trade Team offers business counseling, educational seminars, market research, market development and international promotions to enter or expand your place in the international market. For more information on the services available or export opportunities, call 1-800-462-5237 or international@wisconsin.gov. Also connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp. ###