

DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP) PROGRAM NARRATIVES

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Program

BUY LOCAL, BUY WISCONSIN GRANT PROGRAM

Website

<https://datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx>

Agency

DATCP

Inception

2008

Expected Outcomes

- Project demonstrates that it will increase the sale of Wisconsin food products to local purchasers and includes a way to measure the increase that is directly related to project work
- Project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc.
- Project shows broad impact
- Project benefits the local food industry and/or the public rather than a single organization, institution, individual, or commercial product
- Project directly impacts community development
- Project expands community leadership, increases social capital, makes nonprofit and/or community-based organizations more effective, and/or improves quality of life
- Project benefits clearly demonstrate return on project investment
- Project illustrates a direct benefit to local food producers and local markets
- Will build supply chain infrastructure for building Wisconsin's local food system
- Builds a competitive advantage for Wisconsin agriculture

Program Goal

The Buy Local, Buy Wisconsin (BLBW) Grant Program is an economic development grant program designed to help the Wisconsin agricultural and food industry find ways to improve food production, processing, marketing, and distribution, with the ultimate goal of expanding Wisconsin's local food system. The grant program seeks to increase awareness and consumption of locally produced foods and related products and to increase the production and improve the distribution of local foods and related products.

Incentives and Available Funding

The BLBW Grant Program had \$200,000 allocated for grant awards in fiscal year 2023. Projects must be concluded within three years of contract start date. The maximum grant award is \$50,000 per project.

Program Description

Since 2008, 100 projects have been funded in the areas of infrastructure development, market development, agriculture tourism, producer development, and many more. The average grant award is \$20,000-\$25,000 and goes to entities proposing a defined project that will increase sales of local foods and benefit the local food industry.

CUMULATIVE PROGRAM ACTIVITY

- More than \$14.5 million in new local food sales
- More than \$7 million in new investments
- Return on investment greater than 9:1
- 170 new jobs created
- 89 jobs retained
- 4,893 producers and 4,912 Wisconsin markets benefited

Program

BUY LOCAL, BUY WISCONSIN GRANT PROGRAM (CONTINUED)

Program Activity

In FY23, 10 projects were chosen with \$200,000 in awarded funds.

Eligibility Requirements

Proposals are accepted from individuals, groups, businesses, and organizations involved in Wisconsin agriculture, Wisconsin food processing, Wisconsin food distribution, Wisconsin food warehousing, Wisconsin retail food establishments, or Wisconsin agricultural tourism. Proposals may involve collaborations or partnerships among producers, food businesses, industry, academia, or organizations. Applicants may cooperate with any public or private organization. Projects with broad-reaching impacts will receive higher consideration. Projects should benefit the local food industry and/or the public rather than a single organization, institution, individual, or commercial product. Proposed projects should be driven by or supported by local food producers. DATCP may not make more than one grant award to the same person in the same state fiscal biennium. Grant applicants must provide cash or in-kind match equivalent to or greater than 50% of total project cost (1:1 match).

Recommended Changes

None

Program

SPECIALTY CROP BLOCK GRANT

Website

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

Agency

DATCP

Inception

Federal Specialty Crop Competitiveness Act of 2004

Expected Outcomes

Each project has its own outcomes related to at least one of the following:

- Increasing consumption and consumer purchasing of specialty crops
- Increasing access to specialty crops and expanding specialty crop production and distribution
- Increasing food safety knowledge and processes
- Improving pest and disease control processes
- Developing new seed varieties and specialty crops
- Expanding specialty crop research and development
- Improving environmental sustainability of specialty crops

Program Goal

To increase the competitiveness of Wisconsin specialty crops by providing federal grant funds to Wisconsin specialty crop industry agencies, organizations, and businesses

Incentives and Available Funding

Funding is allocated annually to states through the Federal Farm Bill and changes annually based on each state's sales and planted acreage of specialty crops. Projects range from \$10,000 to \$100,000 annually. In FY23, 16 awards were given, totaling more than \$1.2 million.

Program Description

- Grants are awarded for a three-year period through a competitive process representing Wisconsin's diverse specialty crop industries.
- Proposals must be sponsored or endorsed by Wisconsin specialty crop growers' organizations or industry representatives.
- Funding source: Federal
- Target industry: Specialty crops
- Eligible activities: Market development, research, education, or industry innovation

Program Activity

During FY23, 55 grant projects were open and managed. About 73% of projects were research-based, with about 16% education and 11% market development. The majority of projects are run by the University of Wisconsin System and Wisconsin's larger growers associations, with some smaller nonprofit and private entities implementing projects as well.

Eligibility Requirements

Projects must benefit Wisconsin's specialty crop industries as defined by the U.S. Department of Agriculture (USDA) on a large scale geographically or by industry. Projects cannot benefit single entities and must solely benefit specialty crop industries.

Recommended Changes

None

Program

ORGANIC CERTIFICATION COST-SHARE PROGRAM

Website

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

Agency

DATCP

Inception

This program originated in the 2002 Federal Farm Bill and was reinstated in 2014 with the passage of the U.S. Farm Bill.

Expected Outcomes

DATCP provides outreach with the goal of receiving applications from at least 50% of the state's certified producers and processors.

Program Goal

To provide a cost-sharing program that reimburses part of the cost of obtaining and maintaining organic certification for producers and processors.

Incentives and Available Funding

\$551,510 was available for rebates in 2022.

Program Description

The USDA National Organic Program provides each state with funds to reimburse certified organic farmers and processing companies for up to 50% of their certification costs. Rebates cannot exceed \$500 per scope of certification.

Program Activity

- 616 entities received a rebate in FY22 from a total of 630 applications received.
- \$408,760 was distributed in reimbursement payments. 36% of Wisconsin's 1,718 certified organic operations* received a rebate from DATCP in FY22.

*USDA Organic Integrity Database as of June 16, 2023

Eligibility Requirements

Certified entities must fill out a state application and submit proof of certification along with receipts for expenses paid to their certifier during the federal fiscal year.

Recommended Changes

None

Program

SOMETHING SPECIAL FROM WISCONSIN™

Website

<https://www.somethingspecialwi.com>

Agency

DATCP

Inception

1983 (Act 92)

Expected Outcomes

The program expects the following outcomes in membership measurement, website, member directory, and point-of-sale signage:

Membership measurement:

- Membership retention: 90%
- New member recruitment: 75
- Average member sales increase: 12%
- Member event participation: 150

Membership website:

- Member self-renewal online: 95%
- Online credit card fee payment: 80%

Member directory and point-of-sale signage:

- Member directory: consumer online viewing
- Direct to members: 85,000
- Category searches: 225,000
- Referrals to member websites: 18,000
- Point-of-sale signage: 10,000 units

Program Goal

Provide commodity and product promotion and technical assistance.

Incentives and Available Funding

FY23 program funding received from membership dues estimated to be \$27,175 with 419 renewing memberships. The general purpose revenue funds staff for program support.

Program Description

- Something Special from Wisconsin is a statewide identifier. Paid members may use the trademarked logo if at least 50% of the value of the product or service is attributable to Wisconsin ingredients, production, or processing activities.
- Members are authorized to use the logo on product labels, brochures, promotional material, trade show banners, vehicles, and signs.
- Target industry: Value-added Wisconsin agricultural products and other products produced, grown, manufactured, or processed in Wisconsin
- Eligible activities: Market assistance, branding, promotions, and technical assistance to businesses

Program

SOMETHING SPECIAL FROM WISCONSIN™ (CONTINUED)

Program Activity

The program experienced the following activity in membership measurement, website, member directory, and point-of-sale signage:

Program membership measurement:

- Number of members: 514
- Membership retention: 91%
- New member recruitment: 85
- Average member sales increase: 11%
- Member event participation: 181

Membership website:

- Member self-renewal online: 98%
- Online credit card fee payment: 89%

Member directory and point-of-sale signage:

- Member directory: consumer online viewing

FY23 activity

- Direct to members: 56,969
- Category searches: 285,227
- Referrals to member websites: 12,978
- Point-of-sale signage: 3,200 units requested/distributed

Eligibility Requirements

No person may use the logo on any product or commodity unless the product or commodity meets the following requirement:

- At least 50% of the product or commodity's value added is attributable to Wisconsin ingredients or to Wisconsin production or processing activities.

Recommended Changes

Revise the statute and rule that was last updated in 1993 to reflect the needs of today's program members.

Program

COUNTY & DISTRICT FAIRS STATE AID

Website

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

Agency

DATCP

Inception

The program was created in 1950.

Expected Outcomes

All 74 eligible fairs will request and receive state aid.

Program Goal

Provide aid to county and district fairs that pay premiums to exhibitors.

Incentives and Available Funding

\$456,400 was available for equitable distribution among the eligible county and district fairs.

Program Description

State aid is paid based on a formula established by the Legislature in Wis. Stat. §93.23(1) (a). Premiums are paid to Junior, Open, and Senior Citizen classes, with a \$10,000 maximum for each fair. The money is to be paid to eligible fairs by request only.

Program Activity

74 county and district fairs received state aid in FY23.

Eligibility Requirements

State aid paid to each fair is based on premiums paid in the current fair season. One fair per county receives funding, as designated by the county board. Also eligible is any fair that received state aid in 1950, as long as they continue to operate a fair each year in conformity with the applicable law and regulations.

Recommended Changes

None

Program

EXPORT EXPANSION GRANT

Website

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

Agency

DATCP

Inception

2021

Funding is distributed in accordance with the provisions in 2021 Wis. Act 92.

Expected Outcomes

Projects will meet one or more of the following objectives:

- Cultivate new-to-export and emerging export agribusinesses.
- Build exporting capacity and knowledge of the industry.
- Increase understanding of foreign markets and consumers.
- Make products export-ready or develop products for specific export markets.
- Promote Wisconsin products in foreign markets.

Program Goal

The objective of the grant program is to accelerate export growth of Wisconsin dairy, meat, and crop products through export expansion projects.

Incentives and Available Funding

Grants of up to \$100,000 were available for dairy and \$50,000 for other sectors. In FY23, \$677,910 was awarded to nine different organizations.

Program Description

Projects are selected based on scope, impact, and export growth potential for milk and dairy products; meat, including poultry and fish, and meat products; and crop and crop products.

The intent is for the agribusiness industry organizations, economic development organizations, and academic institutions to develop innovative and impactful projects that provide strategic and long-term growth of Wisconsin agricultural exports and exporters.

Program Activity

Nine applications were received in 2023 and nine projects were selected for funding.

Eligibility Requirements

An applicant must:

- Be a nonprofit organization located in Wisconsin currently serving or demonstrating the ability to serve Wisconsin agribusiness companies.
- Demonstrate the capacity to receive, manage, and provide reporting on the projects that meet the grant objectives.

Recommended Changes

None

Program

MEAT PROCESSOR INFRASTRUCTURE GRANT PROGRAM

Website

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

Agency

DATCP

Inception

2021

Funding for the Meat Processor Infrastructure Grant Program is defined in Wis. Stat. §20.115(4)(f), and the program authority is under Wis. Stat. §93.68(1).

Expected Outcomes

- The establishment of expansion efforts to provide assistance with professional services costs related to siting, engineering, design, and/or layout of new facilities or production lines
- Any project that can be shown to increase an establishment's harvest capacity by 20% or more per year
- Any project that can be proven to increase meat or meat product production that shows a benefit to harvest capacity within the supply chain

Program Goal

The overall goal of the Meat Processor Infrastructure Grant is to grow Wisconsin's meat industry and improve the long-term viability of the livestock sector through services to meat processing establishments.

Incentives and Available Funding

A total of \$200,000 was available for grants within the program for FY23. Grants of up to \$50,000 were available per project.

Program Description

DATCP's Meat Processor Infrastructure Grants are available to new or existing processors to facilitate changes, support expansion to grow harvest capacity, and increase product throughput. The grant is designed to provide access to services and resources for proposed meat processing establishment projects that grow or develop the current business's harvest or throughput capacity, improve production or profitability, and help the processor answer capacity, production bottlenecks, and challenges.

Program Activity

70 applications were received and eight projects were selected for funding.

Eligibility Requirements

An applicant must or will operate a licensed meat processing establishment, be engaged in livestock harvest and/or further processing (sausage, cured meats or other value-added meat manufacturing), and be located in Wisconsin.

Recommended Changes

None

Program

FARM TO SCHOOL AND INSTITUTIONS

Website

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

Agency

DATCP

Inception

2009 (Act 293)

Expected Outcomes

Increased resiliency in food supply chains to communities through essential institutions: educational, medical, early childhood care and elderly care feeding programs, food banks, and pantries.

Program Goal

The Wisconsin Farm to School Program strengthens local economies by increasing the purchases of Wisconsin-grown and produced food products for sale to Wisconsin schools, either directly from the producer or through traditional distribution channels, thereby expanding markets for Wisconsin agricultural producers and food entrepreneurs. The Wisconsin Farm to School Program connects Wisconsin food businesses to school food buyers in an effort to provide children with locally produced fresh fruits and vegetables, dairy products, proteins, and grains to be served in breakfast, lunch, and snack programs. It helps children develop healthy eating habits, provides nutritional and agricultural education, and improves farmers' incomes and access to markets.

Incentives and Available Funding

- Specialty Crop Block Grant: \$25,000, pending update to meet current needs
- USDA Farm to School Grant: \$98,000, pending update to meet current needs
- Farm to School Program Administration: \$90,600, appropriated under Wis. Stat. §20.115(3)(at) for promotion of Farm to School programs under Wis. Stat. §93.49

Program Description

The Farm to School Program is conducted with the DATCP Wisconsin Farm to School Advisory Council, the Wisconsin Farm to School Steering Committee, and the Wisconsin Farm to School Leadership Team.

Serves: Food purchasing organizations and institutional markets

Offers: Technical assistance and coordination

Funding source: General purpose revenue for program expenses, Wis. Stat. §20.115(3)(at) appropriation for FTE to manage program administration and oversight

Target: Producers, processors, distributors, food service management companies, school food service, early care centers, and food assistance organizations

Eligible activities: Local procurement for institutional cafeterias, institutional gardens, nutrition and agriculture education, and activities that engage the public and supply chain development

Program

FARM TO SCHOOL AND INSTITUTIONS (CONTINUED)

Program Activity

Wisconsin Farm to School baseline:

- Filled one FTE: Farm to School and institution specialist in March 2020
- 200,000 Wisconsin students participated in the Great Lakes Apple Crunch.
- 35,000 chili lunch participants
- Supported food box programs to early care and elderly care by connecting local food suppliers to Wisconsin Farm to School and Institution initiatives
- Supported Wisconsin food industry food bank purchases
- Supported supply chain connections for the implementation of ARPA funds to food pantries, food banks, and schools
- Worked with key supply chain and school food service stakeholders to create partnerships in local supply chain development and procurement
- Continued projects focused on developing a statewide procurement strategy. Continued Marketplace Meetings in partnerships with DPI to bring local food suppliers and school food service directors together
- Engaged processors and distributors with Specialty Crop Block Grants to develop minimally processed Wisconsin fruit and vegetable products to assist school food service in meeting the food and service needs
- Provided technical assistance to food banks as new institutional buyers, schools, and producers

Eligibility Requirements

The program must:

1. Identify needs and opportunities, seek to reduce impediments to Farm to School and institution activities, and develop equitable supply chains to schools and institutions providing food for Wisconsin children.
2. Advise and collaborate with other state agencies and local agencies on actions to promote Farm to School.
3. Promote communication between Wisconsin producers, processors, distributors, buyers for schools, hospitals, early care and senior care, feeding programs, food banks and pantries, and college campus kitchens.
4. Conduct training and provide technical assistance for institutional food service personnel and directors, school staff partners, producers, processors, food distributors, buyers, and supply chain development projects.
5. Promote Farm to School programs through public education.
6. Provide information on the internet pertaining to Wisconsin Farm to School.
7. Administer the Farm to School Advisory Council.

Recommended Changes

During FY23, DATCP will continue to develop the Wisconsin Farm to School and Institution Program through enhanced interactions with the targeted group of producers, processors, distributors, buyers, food service personnel, food assistance programs, and collaborating agencies, along with Wisconsin Farm to School Advisory Council, Steering Committee and Leadership. We will also seek alternate funding sources for Farm to School initiatives.

Program

GROW WISCONSIN DAIRY PROCESSOR GRANTS

Website

https://datcp.wi.gov/Pages/Growing_WI/DairyDevelopment.aspx

Agency

DATCP

Inception

The former 20x20 program was transferred to DATCP from the Department of Commerce in 2012. Funding for the Dairy Processing Plant Grant Program is under Wis. Stat. §20.115(4)(dm), and the authority is under Wis Stat. §93.40. The program is under ATCP ch. 161, Subch. VI.

Expected Outcomes

DATCP's goal is for dairy processors to explore new technologies, make operational changes, and improve profitability and efficiency.

Program Goal

The overall goal of the Dairy Processor Grant is to improve the long-term viability of Wisconsin's dairy industry.

Incentives and Available Funding

A total of \$400,000 was available for grants in FY23. Grants of up to \$50,000 per dairy processor per year were available.

Program Description

The Dairy Processor Grant is designed to provide access to services and resources for proposed dairy processing plant projects that enhance or develop the current business, solve an existing problem or concern at the plant, improve production or profitability, and/or help the processor innovate. Focus areas for the grant are highlighted below.

Projects could include multiple aspects from the following areas:

- Dairy plant modernization and expansion efforts to aid with professional service costs related to siting, engineering, design, and layout of new facilities or production lines
- Consulting services to help pass a food safety audit or certificate needed to meet a customer-driven market requirement
- Training of plant staff on food safety requirements, new technology, etc
- Assistance for related professional services and consultants to develop new processes, improve wastewater treatment or handling, or find new uses for whey or other innovations

Other dairy processing projects may be considered.

Program Activity

38 applications were received in 2023 and 21 projects were selected for funding.

Eligibility Requirements

To be eligible for the grant, an applicant must operate a licensed dairy processing plant that is engaged in pasteurizing, processing, or manufacturing milk or dairy products that is or will be located in Wisconsin.

Recommended Changes

None

Program

BEGINNING, MINORITY, AND UNDERSERVED FARMER ASSISTANCE

Website

(No website is listed here)

Agency

DATCP

Inception

2008

Expected Outcomes

New program activities are under development and will be implemented in the new fiscal year, along with the assignment of an individual responsible for this program.

Program Goal

Provide outreach and referral to technical assistance and resources for business development and risk management to beginning and minority farmers to improve their sustainability, resilience, and profitability.

Incentives and Available Funding

None

Program Description

Entity Served: Individual beginning and minority farmers

Type of Assistance: Technical and referral

Program Activity

In FY22:

- Seven workshops were organized and offered to beginning, minority, and underserved farmers.
- 14 video-based resources on a variety of topics are being adapted to both Hmong and Spanish languages to increase access for beginning, minority, and underserved farmers.
- A Wisconsin Beginning Farmer Resource Guide was developed in partnership with other agencies.

Eligibility Requirements

Eligibility requirements are under development and are planned for implementation in the new fiscal year.

Recommended Changes

Assign an agricultural development specialist to this program to determine funding opportunities for future financial support.

Program

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER

Website

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

Agency

DATCP

Inception

1986, authorizing statute Wis.Stat. §93.42

2022 Agricultural Export Program - Wisconsin Initiative for Agricultural Exports (WIAE)
Wis. Stat. §93.425

Expected Outcomes

- Export sales and anticipated sales generated by Wisconsin companies as a result of IABC services: \$20 million
- The IABC assisted Wisconsin companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis; however, actual federal funds utilized as part of the program are based on fiscal year): \$1 million
- Number of companies expected to receive export development services from IABC staff: 150
- WIAE - total of 35 companies and four organizations:
 - Trade promotion activities: Three events, 23 Wisconsin companies participating
 - International Market Access Grant support: 12 companies
 - Export Expansion Grants: Four organizations

Program Goal

The International Agribusiness Center (IABC) accesses federal and state funds to help Wisconsin food, forestry, and agricultural companies grow their exports.

WIAE per Wis. Stat. §93.425, beginning in 2022, the IABC “shall cooperate with the Wisconsin Economic Development Corporation to achieve all of the following export objectives by June 30, 2026:

- Increase the value of this state’s milk and other dairy product exports by at least 25% over the value as of Dec. 31, 2021.
- Increase the value of this state’s meat, including poultry, fish, and meat product exports by at least 25% over the value as of Dec. 31, 2021.
- Increase the value of this state’s crop and crop product exports by at least 25% over the value as of Dec. 31, 2021.

Of the funds appropriated under Wis. Stat. §20.115(3)(b), the center for international agribusiness marketing shall ensure that \$2,500,000 is expended for the objective specified in sub. (2) (a), \$1,250,000 is expended for the objective specified in sub. (2) (b), and \$1,250,000 is expended for the objective specified in sub. (2). The center may not expend more than \$1,000,000 under the program in any fiscal year.”

Program

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER (CONTINUED)

Incentives and Available Funding

Help Incentives and Available Funding

Eligible businesses can access numerous programs, including:

- One-on-one consultations to identify strategies to reach out to customers in other countries
- Education workshops that cover a wide range of topics, from exporter basics and market characteristics to detailed sessions on trade regulation, tariffs, and insurance
- Customized export assistance on export regulations, product and facility registration, and other issues that affect exporting food, forestry, and agricultural products
- Scheduling one-on-one meetings with interested buyers
- Trade show enhancement services, which may include pre-show feedback on competitors, translation of company profile, on-site interpreters, prearranged meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance
- Trade missions that provide the opportunity to develop firsthand market knowledge through coordinated individual and group programs and to attend scheduled one-on-one meetings with qualified buyers and government officials
- WIAE support for the WEDC International Market Access Grant to food, forestry, and agriculture companies, providing \$10,000 to \$25,000 per state fiscal year
- DATCP Export Expansion Grants – WIAE funded. Up to \$50,000 for nonprofit organizations for projects to assist food, forestry, and agriculture companies to grow exports. For FY23, the Export Expansion Grant total amount for projects to grow dairy product exports was increased to \$100,000. Meat and crop product project totals remained at \$50,000. Grant projects have a two-year duration with an option to request a third year if the organization needs additional time to complete its project.

Program Description

- Serves Wisconsin's food, forestry, and agricultural product companies
- Program offers technical expertise and market development initiatives
- Funding source: state and federal
- Target: Wisconsin agribusinesses interested in or already exporting
- Eligible activities: technical assistance, market research, trade promotion activities, and market development
- WIAE Financial Support: support for food, forestry, and agriculture companies applying for WEDC International Market Access Grants; ExporTech™ tuition support for agriculture companies in NAICS category 11 (agriculture, hunting, and fishing); Export Expansion Grants for nonprofit organizations to assist food, forestry, and agriculture producers and processors in growing Wisconsin's exports of dairy, meat, and crop products.

IABC provides technical expertise and trade promotion activities (international trade shows, trade missions, inbound buyer missions, and social media campaigns) supporting Wisconsin's food, forestry, and agricultural companies in their pursuit of increased exports and the development of trade-enhancing partnerships. Funding sources include: WIAE and federal funding including but not limited to: USDA (Food Export Association, U.S. Livestock Genetics Export Association, Federal-State Marketing Improvement Program, American Hardwood Export Council, and Soft Wood Export Council) and the Small Business Administration State Trade Expansion Program Grants made available through WEDC.

The IABC staff uses client feedback, global trends, and market and export data to establish criteria for identifying target markets and activities. The IABC works with its counterparts on the WEDC global trade and investment team on mutually beneficial projects.

Program

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER (CONTINUED)

Program Activity

- Total export sales and anticipated sales generated by Wisconsin companies as a result of IABC Services: \$18,195,000
- Export sales reported by Wisconsin companies as a result of IABC services: \$2,611,000
- Anticipated increase in export sales (within 12 months of date reported) generated by Wisconsin companies as a result of IABC services: \$15,584,000
- The IABC assisted 26 Wisconsin food and food processing companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis; however, actual federal funds utilized as part of the program are based on fiscal year): \$1,195,757
- Anticipated number of jobs created or retained as a result of services: 153 based on actual and anticipated export sales
 - (Calculation: \$1 million in agricultural exports creates or retains 8.4 jobs. Source: USDA's Economic Research Service.)
- Additional economic activity: \$23.65 million, based on actual and anticipated export sales
 - (Calculation: \$1 million in agricultural exports generates \$1.3 million in additional domestic economic activity. Source: USDA's Economic Research Service.)
- Number of companies receiving export development services from IABC staff: 536 unique companies received 1,915 services
- Agricultural industry stakeholder engagements: 1,714
- WIAE Outcomes:
 - Trade promotion activities: 34, assisting 100 companies
 - IMAC: Eight companies assisted, \$110,000* granted
 - Export Expansion Grants: Nine nonprofit organizations assisting multiple companies, \$683,649* granted

*Note: \$35,000 funding for IMAG and \$483,980 for export expansion is from funding for grants to promote dairy exports from s. 20.115 (3) (h), loans for rural development.

Eligibility Requirements

Wisconsin-based businesses producing, processing, or distributing food, forestry, and agricultural products for export

Recommended Changes

Continue WIAE funding beyond FY26 to continue outreach efforts to Wisconsin food and agriculture companies and collaborate with industry/state/federal organizations to increase awareness of programs and participation in export activities.