



DEPARTMENT OF AGRICULTURE, TRADE, AND CONSUMER PROTECTION

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BEGINNING, MINORITY, AND UNDERSERVED FARMER ASSISTANCE

INCEPTION

2008

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..

PROGRAM DESCRIPTION

Entity Served: Individual beginning and minority farmers

Type of Assistance: Technical and referral

ELIGIBILITY REQUIREMENTS

All beginning, minority, and historically underserved farmers are eligible to receive outreach and referral to technical assistance and resources.

INCENTIVES AND AVAILABLE FUNDING

None

EXPECTED OUTCOMES

To engage in statewide outreach to beginning, minority, and underserved farmers, and improve awareness of and access to information, resources, and programs to increase farm success

FY24 PROGRAM ACTIVITY

In FY24:

- Five workshops and outreach events were organized and offered to beginning, minority, and underserved farmers. These events were funded by grants secured from partner organizations, such as the USDA 2501 Grant (sub-award from Easter Seals).
- Individual technical assistance was provided to beginning, minority, and underserved farmers on multiple topics including transitioning to organic, accessing wholesale markets, record keeping, applying for grants, USDA programs such as Natural Resources Conservation Service, Farm Service Agency, Rural Development, and Risk Management Agency grants, cost share, loans, and other programs.
- The Wisconsin Beginning Farmer Resource Guide and other educational materials were distributed to beginning, minority, and underserved farmers at conferences and events. The Department of Agriculture, Trade and Consumer Protection participated in creating the guide which was funded by FSA.

RECOMMENDED CHANGES

None

BUY LOCAL, BUY WISCONSIN GRANT PROGRAM

WEBSITE

datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx

INCEPTION

2008

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.

PROGRAM DESCRIPTION

Since 2008, 117 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 with 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 \$2.9 million in new investments
- Return on investment greater than 9:1
- 210 new jobs created
- 289 jobs retained
- 5,442 producers and 5,289 Wisconsin markets benefited

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 far-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).

INCENTIVES AND AVAILABLE FUNDING

The BLBW grant program had \$200,000 allocated for grant awards in FY24. Projects must be concluded within three years of contract start date. The maximum grant award is \$50,000 per project.

EXPECTED OUTCOMES

- Project demonstrates that it will increase the purchase of Wisconsin food products for sale 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.
- Project will build supply chain infrastructure for building Wisconsin's local food system.
- Project increases a competitive advantage for Wisconsin agriculture.

FY24 PROGRAM ACTIVITY

In FY24, five projects were chosen with \$200,000 in awarded funds.

RECOMMENDED CHANGES

None

COUNTY & DISTRICT FAIRS STATE AID

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/FairsAndShows.aspx

INCEPTION

1950

PROGRAM GOAL

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

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.

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 it continues to operate a fair each year in conformity with the applicable law and regulations.

INCENTIVES AND AVAILABLE FUNDING

\$650,000 was available for equitable distribution among the eligible county and district fairs.

EXPECTED OUTCOMES

All 74 eligible fairs will request and receive state aid.

FY24 PROGRAM ACTIVITY

74 county and district fairs received state aid in FY24.

RECOMMENDED CHANGES

None

EXPORT EXPANSION GRANT

WEBSITE

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

INCEPTION

2021

PROGRAM GOAL

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

PROGRAM DESCRIPTION

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

ELIGIBILITY REQUIREMENTS

An applicant must:

- Be a not-for-profit 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.

INCENTIVES AND AVAILABLE FUNDING

In FY23, grants of up to \$100,000 were available for dairy and \$50,000 for other sectors. Export Expansion grant projects were not funded in FY24.

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.

FY24 PROGRAM ACTIVITY

Export Expansion grant projects were not funded in FY24.

RECOMMENDED CHANGES

None

FARM TO SCHOOL AND INSTITUTIONS

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/FarmToSchool.aspx

INCEPTION

2009 Wisconsin Act 293

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 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; help children develop healthy eating habits; provide nutritional and agricultural education; and improve farmers' incomes and access to markets.

PROGRAM DESCRIPTION

The Farm to School Program is conducted with the Department of Agriculture, Trade and Consumer Protection Wisconsin Farm to School Advisory Council and other industry stakeholders.

Serves: Wisconsin farmers, food purchasing organizations, and institutional markets

Offers: Technical assistance and federal grant program administration and coordination

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

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

Eligible activities: Connecting farmers to procurement systems for institutional cafeterias, institutional gardens, nutrition and agriculture education, activities that increase awareness and access, and supply chain development

ELIGIBILITY REQUIREMENTS

The Farm to School Program:

To be eligible for the Farm to School Program, you must be a Wisconsin farmer, food purchasing organization, or an institutional market that is in the practice of participating in and promoting the use of locally sourced foods in school meal programs.

The Farm to School Grant Program:

One-time, federal funding has been provided with the purpose of expanding or creating new farm to school activities. The goal of the Wisconsin Farm to School Grant Program is to enable communities to develop partnerships, implement initiatives, and strengthen Wisconsin's farm to school network. Successful projects will gather impact and outcome data, measure grant program demand, and capture success stories for ongoing support and funding. Funds are not intended to provide one-time funding for farm-to-school meals.

Eligible applications should include three or more partners engaging youth in farm-to-school activities. Applicants must identify a school food service director, an early care education (ECE) director, and/or an authorized school or community nutrition program representative.

Projects ranging in size from \$10,000 to \$40,000 were funded for one year following a competitive review process. Eligible expenses included salaries, equipment rental/lease, materials, and supplies. Matching funds of 25% of the award, or 20% of the total project, were required.

INCENTIVES AND AVAILABLE FUNDING

USDA Specialty Crop Block Grant: \$100,000 for promoting farm-to-school specialty crop producers

USDA Farm to School Grant: \$400,000, piloting the state grant program

Farm to School Program Administration: \$90,600

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..

FY24 PROGRAM ACTIVITY

- 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 the Department of Public Instruction to bring local food suppliers and school food service directors together.
- Engaged processors and distributors with Specialty Crop Block Grant 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.
- Administered federal grants to implement initiatives and strengthen Wisconsin's farm-to-school network.
 - 31 grant applications were received.
 - 8 grant projects were selected for funding ranging from \$10,000 to \$40,000 per project.
 - A total of \$250,000 was awarded to recipients.

RECOMMENDED CHANGES

The Department of Agriculture, Trade and Consumer Protection 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 and leadership. We will continue to seek alternate funding sources for farm-to-school initiatives.

GROW WISCONSIN DAIRY PROCESSOR GRANTS

WEBSITE

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

INCEPTION

The former 20x20 program was transferred to the Department of Agriculture, Trade and Consumer Protection (DATCP) from the Department of Commerce in 2012. The funding for the Dairy Processing Plant Grant Program is cited under §20.115(4)(dm), Stats. The grant program is authorized by §93.40, Stats. and Wis. Admin Code ATCP 61, Subch. VI.

PROGRAM GOAL

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

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.

Projects may include multiple aspects from the following areas:

- Dairy plant modernization and expansion efforts—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 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.

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 and that is or will be located in Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

A total of \$400,000 was available for grants in FY24. Grants of up to \$50,000 were available per dairy processor per year.

EXPECTED OUTCOMES

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

FY24 PROGRAM ACTIVITY

36 applications were received in 2024 and 15 projects were selected for funding.

RECOMMENDED CHANGES

None

MEAT PROCESSOR INFRASTRUCTURE GRANT PROGRAM

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/MeatProcessorInfrastructureGrants.aspx

INCEPTION

2021

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

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.

PROGRAM DESCRIPTION

The Department of Agriculture, Trade and Consumer Protection 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 other challenges.

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.

INCENTIVES AND AVAILABLE FUNDING

A total of \$1,800,000 was available for grants within the program for FY24. Grants of up to \$50,000 were available per project.

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.

FY24 PROGRAM ACTIVITY

70 applications were received and 38 projects were selected for funding. Grants of up to \$50,000 were available per project.

RECOMMENDED CHANGES

None

ORGANIC CERTIFICATION COST-SHARE PROGRAM

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/OrganicFarmingAndFood.aspx

INCEPTION

The Organic Certification Cost-Share program (OCCSP) originated in the 2002 Federal Farm Bill and was reinstated under the 2014 Federal Farm Bill.

PROGRAM GOAL

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

PROGRAM DESCRIPTION

The USDA National Organic Program provides each state with funds to reimburse organic certified farmers and processing companies. Reimbursement was increased back to the historic norm: 75% of eligible certification costs up to \$750 per scope of certification.

ELIGIBILITY REQUIREMENTS

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

INCENTIVES AND AVAILABLE FUNDING

\$627,943 was available for rebates in 2023.

EXPECTED OUTCOMES

The Department of Agriculture, Trade and Consumer Protection (DATCP) provides outreach with the goal of receiving applications from at least 50% of the state's certified producers and processors.

FY24 PROGRAM ACTIVITY

492 entities received a rebate in FY24 from a total of 498 applications received.

\$490,254 was distributed in reimbursement payments from DATCP to 30% of Wisconsin's 1,656 certified organic operations* in FY24.

**USDA Organic Integrity Database year to date June 5, 2024*

RECOMMENDED CHANGES

- In 2023, DATCP's ability to apply for OCCSP funding was delayed about a month later than normal. DATCP did not start advertising the program and accepting applications until mid-July, while the Farm Service Agency started advertising and accepting applications for the same program much earlier, in May. In 2024, DATCP will plan to open the program at the beginning of June, even if it cannot start to process applications right away, to increase the number of organic operations that apply through DATCP.
- Adjust the descriptive language about what is required to apply for Organic Certification Cost Share reimbursement. Make it clearer that applicants can submit their applications and then follow up with supporting documentation at a later date and that certifiers can provide this supporting documentation.

SOMETHING SPECIAL FROM WISCONSIN™

WEBSITE

www.somethingspecialwi.com

INCEPTION

1983 (Act 92)

PROGRAM GOAL

Provide commodity and product promotion, and technical assistance

PROGRAM DESCRIPTION

Something Special from Wisconsin (SSfW) 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 materials, 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.

ELIGIBILITY REQUIREMENTS

Members in good standing are eligible to use the logo on any product or commodity if at least 50% of the product's or commodity's value added is attributable to Wisconsin ingredients or to Wisconsin production or processing activities.

INCENTIVES AND AVAILABLE FUNDING

Program members benefit from having a "Wisconsin" brand identity that consumers recognize as top quality and high value. SSfW provides a quick and reliable way to identify genuine Wisconsin products and services at grocery stores, retail outlets, farmers markets, and restaurants throughout the state.

SSfW labeled products also enjoy a strong competitive edge, and every dollar spent on SSfW products supports local farmers, food processors, entrepreneurs, our communities and their livelihood, as well as the Wisconsin way of life. Any business, no matter how large or small, may participate in the SSfW program.

In FY24 the SSfW program funding received from membership dues was estimated to be \$27,175. General purpose revenue funds staff for program support.

EXPECTED OUTCOMES

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

- Average member reported sales increase as a result of program participation: 12%
- Member event participation: 150

Member directory: Consumer online viewing

- Direct to members – 85,000
- Category searches – 225,000
- Referrals to member's website – 18,000

FY24 PROGRAM ACTIVITY

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

- Number of SSfW members: 506
- Membership retention: 98%
- New member recruitment: 67

- Average sales increase reported as a result of membership: 12%
- Members participating in SSfW events: 162

Direct links to members from SSfW website: 76,995 (56,969 in FY23)

- Category searches: 502,510 (285,227 in FY23)
- Referrals to members' websites: 10,560 (12,978 in FY23)

RECOMMENDED CHANGES

Revise Wis. Stat. §93.44 and ATCP 161 to reflect the needs of today's program members.

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/InternationalAgribusiness.aspx

INCEPTION

1986, authorizing statute §93.42, Stats.

2022 Agricultural Export Program - Wisconsin Initiative for Agricultural Exports (WIAE) §93.425, Stats.

PROGRAM GOAL

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

Since 2022, the IABC has cooperated with WEDC to achieve all of the following export objectives by June 30, 2026 (§ 93.425, Stats):

- 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 §20.115 (3) (b), Stats., the IABC's 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 DESCRIPTION

- Serves Wisconsin's food, forestry, and agricultural product companies
- Offers technical expertise and market development initiatives
- Funding sources: 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 (IMAG); 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: WIAE and federal funding include but are 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 (STEP) 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.

ELIGIBILITY REQUIREMENTS

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

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 affecting 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's IMAG program for food, forestry, and agriculture companies: \$10,000 to \$25,000 per state fiscal year.
- 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. Export Expansion Grants were budgeted only for state FY22 and FY23.

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 - 35 companies and four organizations
 - Trade promotion activities: three events, 23 Wisconsin companies participating
 - IMAG support: 12 companies
 - Export Expansion Grants: Not available in FY24

FY24 PROGRAM ACTIVITY

- Total export sales and anticipated sales generated by Wisconsin companies as a result of IABC services: \$211,159,923
- 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: \$57,630,000
- The IABC assisted 76 Wisconsin food and food processing companies in accessing federal funding to defray international marketing expenditures (note: funding allocations are on a calendar year basis, for 2023): \$2,155,327. Immediate and anticipated sales from federal funding: \$153,529,923.

- Anticipated number of jobs created or retained as a result of services: 1,772, based on actual and anticipated export sales from state and federal programs
(Calculation: \$1 million in agricultural exports creates or retains 8.4 jobs. Source: USDA's Economic Research Service.)
- Additional economic activity: \$274,507,899, 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 consultation services from IABC staff: 267 companies received 1,185 consultation services.*
- Agricultural industry stakeholder engagements: 917
 - WIAE FY24 outcomes:
 - Trade promotion activities, WIAE funded: 16, assisting 131 companies*
 - IMAG: 7 companies assisted, \$85,000* granted
 - Export Expansion Grants: Not funded in FY24

* Note: One fewer international consultant starting Dec. 1, 2023 and two fewer starting January 2024 until the end of FY23.

**Note: \$10,000 funding for IMAG is from funding for grants to promote dairy exports from §20.115 (3) (h), loans for rural development.

RECOMMENDED CHANGES

Continue WIAE funding beyond FY26 to continue trade promotion activities, IMAG grants, future rounds of Export Expansion grants, 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.

SPECIALTY CROP BLOCK GRANT

WEBSITE

datcp.wi.gov/Pages/AgDevelopment/SpecialtyCropBlockGrants.aspx

INCEPTION

Federal Specialty Crop Competitiveness Act of 2004

PROGRAM GOAL

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

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

ELIGIBILITY REQUIREMENTS

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

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 FY24, 16 awards were given for more than \$1.2 million.

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

FY24 PROGRAM ACTIVITY

During FY24, 84 grant projects were open and managed. About 70% of projects were research-based, with about 15% education and 15% market development. The majority of projects are run by the Universities of Wisconsin System and Wisconsin's larger growers association groups, with some smaller nonprofit and private entities implementing projects as well.

RECOMMENDED CHANGES

None