



DEPARTMENT OF AGRICULTURE, TRADE, AND CONSUMER PROTECTION

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BEGINNING, MINORITY, AND UNDERSERVED FARMER ASSISTANCE

INCEPTION

2008

PROGRAM GOAL

Provide outreach and referrals for technical assistance and resources for business development and risk management to beginning, minority, and underserved 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 for receiving 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

PROGRAM ACTIVITY

In FY25:

- Four 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 U.S. Department of Agriculture (USDA) 2501 Grant (sub-award from EasterSeals).
- Individual technical assistance was provided to 52 beginning, minority, and underserved farmers on multiple topics including transitioning to organic; accessing wholesale markets; keeping records; applying for grants; USDA programs such as National Resources Conservation Service, Farm Service Agency (FSA), Rural Development, and Risk Management Agency; grants; and cost share, loans, and other financial assistance programs.
- The Wisconsin Beginning Farmer Resource Guide and other educational materials were distributed to beginning, minority, and underserved farmers at conferences and events. The Wisconsin Department of Agriculture, Trade, and Consumer Protection participated in creating the guide, which was funded by FSA.

RECOMMENDED CHANGES

None

BUY LOCAL BUY WISCONSIN

WEBSITE

datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx

INCEPTION

2008

PROGRAM GOAL

The Buy Local Buy Wisconsin competitive grant program was launched in 2008 to strengthen Wisconsin's agricultural and food industries. The grants work to reduce the marketing, distribution, and processing hurdles that impede the expansion of sales of Wisconsin's food products to local purchasers.

PROGRAM DESCRIPTION

The need for the Buy Local Buy Wisconsin grant program remains high. From the start of the program in 2008, 607 applications have been received, requesting more than \$21.03 million. To date, Buy Local Buy Wisconsin has funded 128 projects for a total of \$3.227 million. The funded projects are directly impacting infrastructure development, market development, agritourism, producer development, and other areas related to local food production and distribution.

CUMULATIVE PROGRAM ACTIVITY

- More than \$14 million in increased sales
- More than \$8.4 million in new investments
- 221 new jobs created
- 323 jobs retained
- 5,617 producers benefited
- 5,508 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 broad-reaching impacts 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. The Department of Agriculture, Trade, and Consumer Protection 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 the total project cost (1:1 match).

INCENTIVES AND AVAILABLE FUNDING

The Buy Local Buy Wisconsin grant program had \$250,000 allocated for grant awards in FY25. Projects must be concluded within three years of their contract start date. The maximum grant award is \$50,000 per project.

EXPECTED OUTCOMES

- The 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.
- The project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc.
- The project shows broad impact.
- The project benefits the local food industry and/or the public rather than a single organization, institution, individual, or commercial product.
- The project directly impacts community development.

- The project expands community leadership, increases social capital, helps develop more effective nonprofit and/or community-based organizations, and/or improves quality of life.
- The project outcomes clearly demonstrate return on project investment.
- The project provides a direct benefit to local food producers and local markets.
- The project helps build supply chain infrastructure for Wisconsin's local food system.
- The project creates a competitive advantage for Wisconsin agriculture.

PROGRAM ACTIVITY

In FY25, 11 projects were awarded a total of \$250,000.

RECOMMENDED CHANGES

None

COUNTY AND DISTRICT FAIRS STATE AID

WEBSITE

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

INCEPTION

State aid is paid based on a formula established by the Legislature in Wis. Stat. §93.23(1)(a) in 1950.

PROGRAM GOAL

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

PROGRAM DESCRIPTION

Premiums are paid to junior, open, and senior citizen classes, with a \$20,000 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

In FY25, \$650,000 was available for equitable distribution among the eligible county and district fairs.

EXPECTED OUTCOMES

All 73 eligible fairs will receive state aid.

PROGRAM ACTIVITY

All 73 county and district fairs received state aid in FY25.

RECOMMENDED CHANGES

None

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 Dairy Processing Grant Program is funded under Wis. Stat. §20.115(4)(dm) and authorized by Wis. Stat. §93.40.

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 help the processor innovate.

Grant projects may 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.

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.

INCENTIVES AND AVAILABLE FUNDING

A total of \$500,000 was available for grants in FY25. Grants up to \$50,000 are 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.

PROGRAM ACTIVITY

DATCP received 31 applications in FY25 and 14 projects were selected for funding.

RECOMMENDED CHANGES

None

FARM TO SCHOOL AND INSTITUTION PROGRAM

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 grain 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 Farm to School Advisory Council and other industry stakeholders. It serves Wisconsin farmers, food purchasing organizations, and institutional markets, and offers technical assistance and federal grant program administration and coordination. It is funded through general purpose revenue for program expenses, Wis. Stat. §20.115(3)(at), with appropriation for one FTE to manage program administration and oversight. Program targets include producers, processors, distributors, food service management companies, school food service staff, early childhood education centers, and food assistance organizations. Eligible activities include connecting farmers to procurement systems for institutional cafeterias, institutional gardens, and 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, applicants must be a Wisconsin farmer, a 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 gathered impact and outcome data, measured grant program demand, and captured success stories for ongoing support and funding. Funds were not intended to provide one-time funding for farm-to-school meals.

Eligible applications included three or more partners engaging youth in farm to school activities. Applicants also identified a school food service director, an early childhood education director, or an authorized school or community nutrition program representative.

Funded projects ranged in size from \$10,000 to \$40,000 for one year following a competitive review process. Eligible expenses included salaries, equipment rental/lease, materials, and supplies. Matched 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, including schools, medical facilities, early childhood education and elderly care feeding programs, food banks, and food pantries.

PROGRAM ACTIVITY

- Filled one FTE Farm to School and Institution Specialist in March 2020
- 200,000 Wisconsin students participated in Great Lakes Apple Crunch.
- 35,000 individuals participated in Wisconsin chili lunch events.
- Supported food box programs to early childhood education and elderly care by connecting local food suppliers to Wisconsin Farm to School and Institution initiatives
- Supported Wisconsin food industry food bank purchases
- Supported 289 farmers and more than 300 food access sites in supply chain connections for the implementation of the American Rescue Plan Act (ARPA) and Commodity Credit Corporation (CCC) 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 Grants to develop minimally processed Wisconsin fruit and vegetables products to assist school food service in meeting food and service needs
- 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 Wisconsin Farm to School Program will continue to seek alternate funding sources for farm-to-school initiatives.

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 Wis. Stat. §20.115(4)(f) and the program authority is under Wis. Stat. §93.68(1).

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 resolve capacity challenges and production bottlenecks.

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 \$200,000 was available in the Meat Processor Infrastructure Grant Program for FY25. Grants of up to \$50,000 were available per project.

EXPECTED OUTCOMES

Funded projects are expected to demonstrate one or more of the following outcomes:

- Establish expansion efforts to aid with professional services costs related to siting, engineering, design, or layout of new meat processor facilities or production lines.
- Increase in an establishment's harvest capacity by 20% or more per year.
- Increase in meat or meat product production that shows a benefit to harvest capacity within the supply chain.

PROGRAM ACTIVITY

In FY25, 51 grant applications were received and nine 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 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. In FY25, reimbursement was increased to the historic norm: 75% of eligible certification costs up to \$750 per scope of certification.

ELIGIBILITY REQUIREMENTS

Certified entities must complete 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

In FY23, \$645,000 was available for rebates for Wisconsin through USDA funding. USDA's total available funding for FY24 was \$7,500,000.

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 organic certified producers and processors.

PROGRAM ACTIVITY

In FY25, 384 entities received a rebate out of 389 applications received.

DATCP distributed reimbursement payments totaling \$378,198 to 23% of Wisconsin's 1,656 certified organic operations* in FY25.

**USDA Organic Integrity Database year to date June 5, 2025*

RECOMMENDED CHANGES

None

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 as long as at least 50% of the product 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 FY25, the SSfW program funding received from membership dues was estimated to be \$27,175. The general purpose revenue funds staff for program support.

EXPECTED OUTCOMES

The following are goals for SSfW member organizations:

- Average member reported sales will increase as a result of program participation by 12%.
- Member events will average 150 participants.
- Consumer visits to the online Member Directory will yield the following analytics:
 - Direct to member profile views: 85,000
 - Category searches: 225,000
 - Click-throughs to member websites: 18,000

PROGRAM ACTIVITY

In FY25, the program recorded the following activity:

- Number of SSfW members: 496
- Membership retention: 94%
- New member recruitment: 93
- Average sales increase reported as a result of membership: 12%
- Members participating in SSfW events: 138

- Member Directory analytics:
 - Direct to member profile views: 231,387 (119% increase from previous fiscal year)
 - Category searches: 1,755,339 (48% increase from previous fiscal year)
 - Click-throughs to member websites: 10,384 (1.7% decrease from previous fiscal year)

RECOMMENDED CHANGES

Revise Wis. Stat. §93.44 and ATCP 161 to reflect current needs of program members.

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

To be eligible for a grant, projects must enhance the competitiveness specifically of Wisconsin-grown specialty crops and cannot benefit any non-specialty crops. Priority is given to projects that have the potential to provide solutions that lead to measurable outcomes for the specialty crop industry and the public.

Grant funds will not be awarded for projects whose products or services promote or provide profit that solely benefits a single organization, institution, business, or individual. Funds also cannot be used to compete unfairly with companies that provide equivalent goods and services.

Projects must include a plan to disseminate project results to the targeted industry, and proposed projects must include documented support by the impacted specialty crop growers or industry sector. Support may be illustrated via letters from industry sector organizations or individual letters of support from growers or processors.

INCENTIVES AND AVAILABLE FUNDING

Funding is allocated annually to states through the U.S. Department of Agriculture and changes annually based on each state's sales and planted acreage of specialty crops. Funding for projects ranges from \$10,000 to \$100,000 annually.

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 ACTIVITY

The proposed 2025 Wisconsin State Plan for this year's application is in review with the USDA Agriculture Marketing Service and no grants will be awarded until the plan is approved.

RECOMMENDED CHANGES

None

WISCONSIN INITIATIVE FOR AGRICULTURAL EXPORTS EXPORT EXPANSION GRANT PROGRAM

WEBSITE

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

INCEPTION

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

PROGRAM GOAL

The objective of the Export Expansion 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 and fish) and meat products, and crops 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 manage and provide reporting on the projects that meet the grant objectives.

INCENTIVES AND AVAILABLE FUNDING

In FY25, applications were accepted for a third round of export expansion grants. Round three grants will be funded with FY26 funds. No specific dollar amount was included in the funding announcement to maintain program flexibility.

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 ACTIVITY

Applications for a third round of export expansion grants were accepted in FY25. Seven projects were selected to be funded with a total of \$315,649 in FY26 funds. Project terms begin July 1, 2025.

As of the end of FY25, 12 export expansion grants had been completed and closed out, and another four were in the process of closing out awards. Four grants that received term extensions were still active in addition to the seven new third-round awards.

Grant funding:

- FY22 (Round One): \$564,584 was awarded to 13 nonprofit organizations
- FY23 (Round Two): \$683,649 was awarded to nine nonprofit organizations
- FY24: No grants awarded
- FY25: No grants awarded
- FY26 (Round Three): \$315,649 is being awarded to seven nonprofit organizations

RECOMMENDED CHANGES

None

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER

WEBSITE

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

INCEPTION

1986, Wis. Stat. §93.42

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

PROGRAM GOAL

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

In accordance with the WIAE, beginning in 2022, the IABC shall achieve the following export objectives by June 30, 2026 (Wis. Stat. §93.425) in cooperation with WEDC:

- Increase the value of Wisconsin's milk and other dairy product exports by at least 25% over the value as of Dec. 31, 2021.
- Increase the value of Wisconsin'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 Wisconsin'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 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

- The IABC serves Wisconsin's food, forestry, and agricultural product companies.
- The program offers technical expertise, market development initiatives, 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.
- The program is funded by state and federal sources, 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 (STEP) Grants made available through WEDC.
- The program target is Wisconsin agribusinesses interested in or already exporting.
- Eligible activities include technical assistance, market research, grants for export expansion, trade promotion activities, and market development.
 - WIAE provides support in the following areas: 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); and Export Expansion Grants for nonprofit organizations to assist food, forestry, and agriculture producers and processors in growing Wisconsin's export of dairy, meat, and crop products.
- The IABC staff use 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 services, 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 elements affecting the export of food, forestry, and agricultural products
- Scheduling of one-on-one meetings with interested buyers
- Coordination of trade promotion activities and trade show enhancement services, which may include pre-show feedback on competitors, translation of company profiles, on-site interpreters, prearranged meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance
- Trade missions that provide opportunities 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 of \$10,000 to \$30,000 per state fiscal year

Export Expansion Grants – WIAE funded:

- Export Expansion Grants were created to promote and increase the value of Wisconsin's milk, meat, and crop product exports.
- Export Expansion Grants were first awarded in FY22 with nonprofit organizations eligible to receive up to \$50,000 to conduct projects to assist food, forestry, and agriculture companies to grow exports. In FY23, the amount for projects to grow dairy product exports was increased to \$100,000.
- In FY22 and FY23, a total of \$1,248,233 was awarded across 22 grants.
- In FY25, applications were accepted from Wisconsin organizations for a third round of Export Expansion Grants, to be funded with FY26 funds of \$315,649 to support seven shorter-term grant projects that will foster innovation in exporting agricultural products.

EXPECTED OUTCOMES

WIAE aims to boost the export of dairy, meat, crop, and other agricultural products by 25% by June 2026 while allowing DATCP flexibility to respond to changing market conditions. FY25 results include the following:

- 40 WIAE-funded trade promotion activities assisted 169 Wisconsin companies and 27 organizations.
- Immediate sales equaled \$11,155,050.
- Anticipated one-year sales equal \$17,616,700.
- Combined immediate and anticipated sales from WIAE FY25 activities are \$28,771,750.
- Anticipated number of jobs created or retained as a result of services: 241.

(Calculation: \$1 million in agricultural exports creates or retains 8.4 jobs, according to USDA's Economic Research Service.)

- Additional economic activity: \$37,403,275, based on actual and anticipated export sales.

(Calculation: \$1 million in agricultural exports generates \$1.3 million in additional domestic economic activity, according to USDA's Economic Research Service.)

PROGRAM ACTIVITY

The IABC assisted 94 Wisconsin food and food processing companies in accessing a total of \$5,856,729 in federal funding to defray international marketing expenditures (Note: Funding allocations are on a calendar-year basis, 2024). Immediate and anticipated sales from federal funding are \$160,167,446.

- Anticipated number of jobs created or retained as a result of services: 1,346

(Calculation: \$1 million in agricultural exports creates or retains 8.4 jobs, according to USDA's Economic Research Service.)

- Additional economic activity: \$208,217,680, based on actual and anticipated export sales.
(Calculation: \$1 million in agricultural exports generates \$1.3 million in additional domestic economic activity, according to USDA's Economic Research Service.)

In addition, 1,161 Wisconsin companies received export development consultation services from IABC staff, and 640 organizations received export consultations.

Additional Funding Provided by IABC with help of WIAE (results not yet available):

- International Market Access Grants: Five companies received \$110,000 total.
- Export Expansion Grants: Twelve Export Expansion Grants awarded in FY22-23 were completed in FY25, and another four are in progress. Four grant projects that received term extensions are currently active. A new round was introduced in FY25, awarding \$315,649 to fund seven shorter-term grant projects for FY26, with project spending beginning July 2025 and ending May 2026.

Overall IABC FY25 Results for Wisconsin's food/food processing/agricultural companies:

WISCONSIN INTERNATIONAL AGRIBUSINESS CENTER ACTIVITY FY25			
	Immediate and Anticipated Sales	Number of Jobs Created	Additional Economic Activity
WIAE Activities	\$28,771,750	241	\$37,403,275
Federal funding for WI companies	\$160,167,446	1,346	\$208,217,680
TOTAL	\$188,939,196	1,587	\$245,620,955

RECOMMENDED CHANGES

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