



Growing Wisconsin Food, Forestry and Agricultural Exports

International Agribusiness Center

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

December, 2020

DATCP PARTNERS

State



**WISCONSIN MANUFACTURING
EXTENSION PARTNERSHIP**



Federal



FUNDING SOURCES



U.S. Livestock
Genetics Export Inc.



Food Export
Midwest

- USDA Cooperators with funding from the USDA Market Access Program
- Wisconsin DATCP is a member
- Provides services and funding for exporting U.S. food and agricultural products.



BRANDED PROGRAM

Cost-share assistance for branded products

- 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
- Minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies, as defined by SBA guidelines, or agricultural cooperatives
- \$300,000 per year
- Items covered: Tradeshows, social media, advertising, website globalization, translation of labels/packaging, travel to tradeshows, etc



OTHER FUNDING SOURCES

Wisconsin Economic Development Corporation (WEDC)

- International Market Access Grants (IMAG)
 - \$10,000 yearly per company
- **Wisconsin ExporTech™ Graduate Assistance (WEDC)**
 - \$15,000 upon completion of the program, (additional to the \$10,000 IMAG base)
- **State Trade Export Partnership (STEP, SBA Funds through WEDC)**
\$205,000 FY '21-'22
 - Supports trade missions, international trade show pavilions, inbound buyer missions
- **Collaborative Market Access Grant (CMAG from WEDC) \$90,000 FY '21**
 - Supports E-Commerce entry and expansion in China



THE INTERNATIONAL AGRIBUSINESS CENTER



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