

International Agribusiness Center

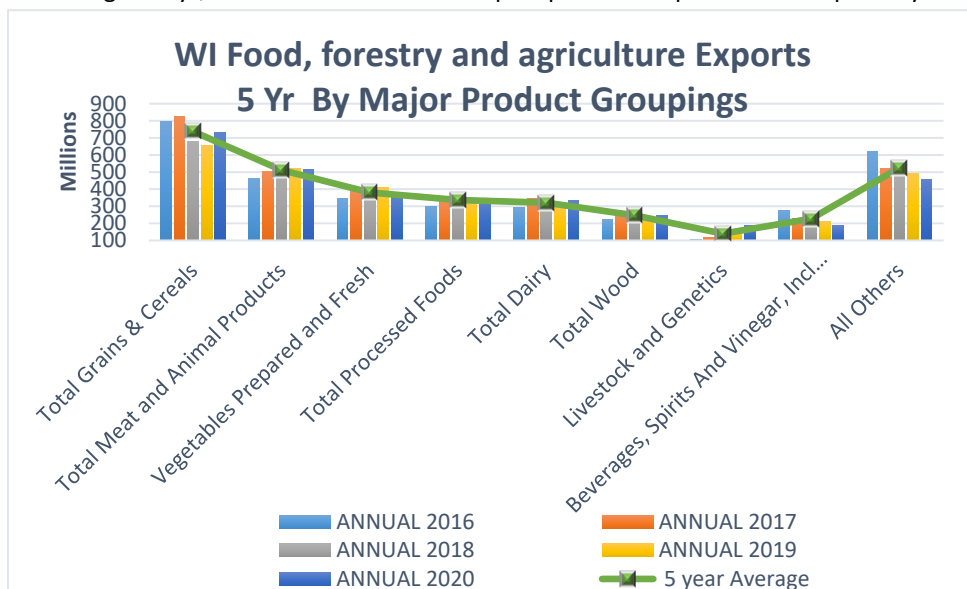
2020 Export Highlights, Full Year

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Highlights

- Wisconsin exported more than **\$3.37 billion** in agricultural and food products to **145 countries** in 2020, an increase of **1.37%** or nearly **\$45 million** in value compared to the same period last year. All U.S. agricultural and food exports in 2020 were valued at nearly **\$169.7 billion**, a increase of **4.08%** or **\$6.6 billion** compared to 2019.
- Wisconsin currently ranks 13th among U.S. states in food, forestry and agriculture exports. As reference, in 2020, Wisconsin as a state ranked 20th in population, 23rd in size, 21st in state gross domestic product, and 21st in all goods exported.
- The state ranks first in the export of ginseng roots, prepared/preserved cranberries, raw furskins, and bovine semen. Wisconsin ranks second in the export of sweet corn prepared/preserved, edible preparations of meat, fish and crustaceans, and whey. Wisconsin ranks fourth in the export of cheese.
- The top Food, Forestry and export markets, Canada, China, and Japan, make up 50 % of total exports. Canada is **down 9 %**, China is up 29.9 %, and Japan is **down 0.5 %**. Wisconsin's top ten agricultural and food export markets make up 73% of total exports. Of those, five showed gains while the other five showed losses. Most notable were: China with a nearly 30% gain, Germany, the Netherlands, the United Kingdom and Australia all posting double digit gains, and Mexico and Italy both posting double digit losses. Gains in China are reported to be from rebuilding of the swine herd, agricultural purchases as part of the "Phase 1 Agreement," and economic recovery following strict pandemic measures. Losses in Mexico and Italy are from the severe economic conditions due to the pandemic and ongoing effects from efforts to mitigate the health effects of the pandemic.
- The top five markets making up nearly 61% of the total are highlighted below:
 - Canada 2019: \$1.4 billion 2020: \$1.2 billion, **down -\$122.1 million, -9 %**
 - China 2019: \$211.5 million 2020: \$274.7 million, up \$63.3 million, 29.9 %
 - Japan 2019: \$177.8 million 2020: \$176.8 million, **down -\$1.0 million, -0.5 %**
 - Korea 2019: \$189.4 million 2020: \$173.4 million, **down -\$15.9 million, -8.4 %**
 - Mexico 2019: \$216.6 million 2020: \$169.8 million, **down -\$546.8 million, -21.6 %**
- While 2020 was better than the previous year, the level is lower than the five year peak 2017 level of \$3.52 billion and \$3.50 billion in 2018 and all are below the 2013 ten-year peak of \$3.85 billion. In 2020, Key agricultural product categories have experienced mixed results. Five of the nine showed a decline in the past year compared to the previous year, and six of the nine product categories showed a decline compared to the five-year average. The top five product categories make up 41 % of total exports totaling nearly \$1.3 billion for 2020. The top 10 products exported make up nearly 70 % of total exports, totaling nearly \$2.3 billion.



The average Wisconsin food, forestry and agriculture exports for the past five years of \$3.43 billion is \$420 million below the ten-year peak in 2014 of \$3.85 billion.

The livestock and genetics category has double digit growth every year from 2016 to 2020.

Total 2020 exports as well as grains and cereals, prepared and fresh vegetables, wood, and beverages (including ethanol) are down compared with the five-year average. Meat, processed foods, dairy, and livestock and genetics are up to the average.



Wisconsin's Top 5 Agricultural Exports

Rank	HS Code	Product Categories By Harmonized System 2 Digit Chapter Grouping	2019 Value (USD)	2020 Value (USD)	% Change
		All Products	\$3.32 billion	\$3.36 billion	1.4
1	21	Miscellaneous Food (ingredients, sauces, yeasts, mustards)	\$344.7 million	\$343.2 million	(-0.4)
2	20	Preparations of Vegetables, Fruits, Nuts, etc.	\$361.8 million	\$315.6 million	(-12.8)
3	04	Dairy/Eggs/Honey/Etc (cheese, milk, whey, butter, etc.)	\$237.9 million	\$263.4 million	10.7
4	44	Wood And Articles Of Wood; Wood Charcoal	\$237.3 million	\$244.3 million	3
5	16	Edible Preparations of Meat, Fish, etc.	\$223.3 million	\$224.2 million	0.4

Wisconsin's Top 5 Markets for Agricultural Exports

No.	Country	2019 Value (USD)	2020 Value (USD)	% Change	Products with biggest change in value
	All Countries	\$3.32 billion	\$3.36 billion	1.4	
1	Canada	\$1.4 billion	\$1.2 billion	(-9)	Increase: food industry residues and waste, meat and edible meat offal, beverages, misc. edible preparations Decrease: preparations of vegetables, wood articles, preparations of cereal
2	China	\$211.5 million	\$274.7 million	29.9	Increase: dairy products, misc. edible preparations, meat and edible meat offal, oil seeds Decrease: wood and articles of wood, raw hides and skins, prepared vegetables
3	Japan	\$177.8 million	\$176.8 million	(-0.5)	Increase: dairy products, meat and edible meat offal Decrease: prepared vegetables, wood and articles of wood
4	Korea	\$189.4 million	\$173.4 million	(-8.4)	Increase: edible preparations of meat, dairy products, cereals, preparations used in animal feed, Decrease: meat and edible meat offal, preparation vegetables, raw hides and skins, wood and articles of wood
5	Mexico	\$216.6 million	\$169.8 million	(-21.6)	Increase: preparation vegetables, milling products, Decrease: misc. edible preparations, raw hides and skins, products of animal origin, dairy products

- Five-year comparison, Wisconsin's Top Export Markets
 - Over the last five years, Wisconsin's exports to Canada have seen a steady decrease from 2016 with a high of \$1.5 billion to the low of \$1.2 billion in 2020. China has remained steady, with the high point in 2017 at \$299.6 million and the low at \$211.5 million in 2019. The third largest export market, Japan, has increased over the last five years starting at \$145.3 million in 2017 and growing to a high of \$177.8 million in 2019, closely followed by \$176.8 million in 2020. Korea has fluctuated the five years, peaking at \$215 million in 2018 but decreasing by \$41.6 million to \$173.4 million low in 2020. Lastly, Mexico's low point was last year at \$169.8 million compared to the high of \$412.2 million in 2017, a difference of \$242.3 million.

Five-year comparison, Wisconsin's Top Export Markets

*Highest Export Year in Bold, Lowest Export Year in Red

No.	Country	2016	2017	2018	2019	2020
		\$3.42 billion	\$3.52 billion	\$3.50 billion	\$3.32 billion	\$3.37 billion
1	Canada	\$1.4 billion	\$1.5 billion	\$1.4 billion	\$1.4 billion	\$1.2 billion
2	China	\$237.3 million	\$299.6 million	\$293.1 million	\$211.5 million	\$274.7 million
3	Japan	\$146.6 million	\$145.3 million	\$175.4 million	\$177.8 million	\$176.8 million
4	Korea	\$178.2 million	\$178.9 million	\$215.0 million	\$189.4 million	\$173.4 million
5	Mexico	\$360.5 million	\$412.2 million	\$250.3 million	\$216.6 million	\$169.8 million

- Five-year comparison, Wisconsin's Top two-digit HS Commodities
 - Wisconsin's exports of miscellaneous edible preparations have remained steady over the last five years, starting at \$296.9 million in 2016 to the high of \$367.6 million in 2018. Exports of prepared vegetables, fruits and nuts have shown an increase over the last five years growing from \$314.8 million in 2016 to the high of \$361.8 million in 2020 but fell by \$46.2 million in 2020. Exports of dairy products saw a high in 2017 at \$298.6 million, and low of \$237.9 million in 2019, but exports have rebounded back to \$263.4 million in 2020. Wood and wood articles have shown an increase, growing from \$225 million in 2016 to the high of \$270 million in 2018. Edible preparations of meat and fish exports saw a low in 2016 of \$192.6 million and a high of \$246.4 million in 2018.

Five-year comparison, Wisconsin's Top two-digit HS Commodities

*Highest Export Year in Bold, Lowest Export Year in Red

No.	Country	2016	2017	2018	2019	2020
		\$3.42 billion	\$3.52 billion	\$3.50 billion	\$3.32 billion	\$3.37 billion
1	Miscellaneous Food (ingredients, sauces, yeasts, mustards)	\$296.9 million	\$331.6 million	\$367.6 million	\$344.7 million	\$343.2 million
2	Preparations of Vegetables, Fruits, Nuts, etc.	\$314.8 million	\$342.2 million	\$354.9 million	\$361.8 million	\$315.6 million
3	Dairy/Eggs/Honey/Etc (cheese, milk, whey, butter, etc.)	\$251.6 million	\$298.6 million	\$281.8 million	\$237.9 million	\$263.4 million
4	Wood And Articles Of Wood; Wood Charcoal	\$225 million	\$255.8 million	\$270.0 million	\$237.3 million	\$244.3 million
5	Edible Pre Edible Preparations of Meat, Fish, etc.	\$192.6 million	\$236.1 million	\$246.4 million	\$223.3 million	\$224.2 million

Prepared with the assistance of Lindsey Sarbacker – Food Export Association of the Midwest Intern – International Agribusiness Center

Source: US Census Trade Data Set via WISERTrade.