

International Agribusiness Center

Export Highlights — Full Year 2024

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Highlights

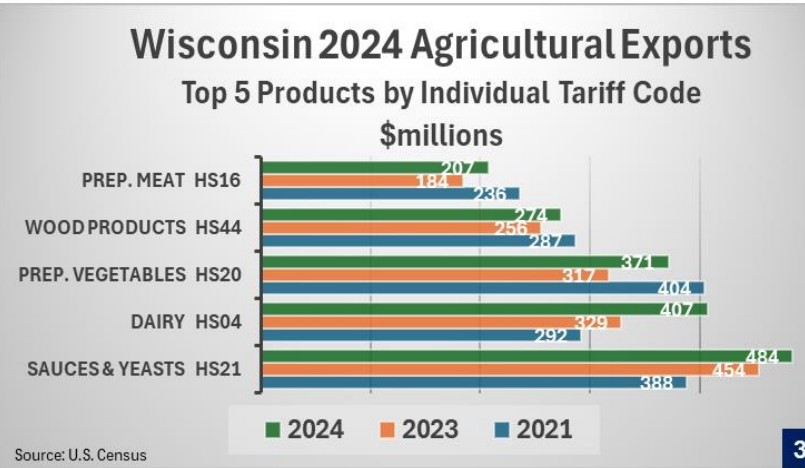
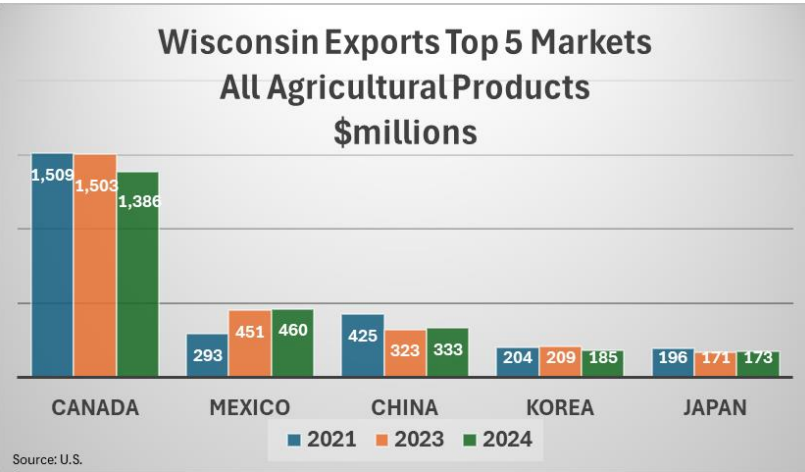
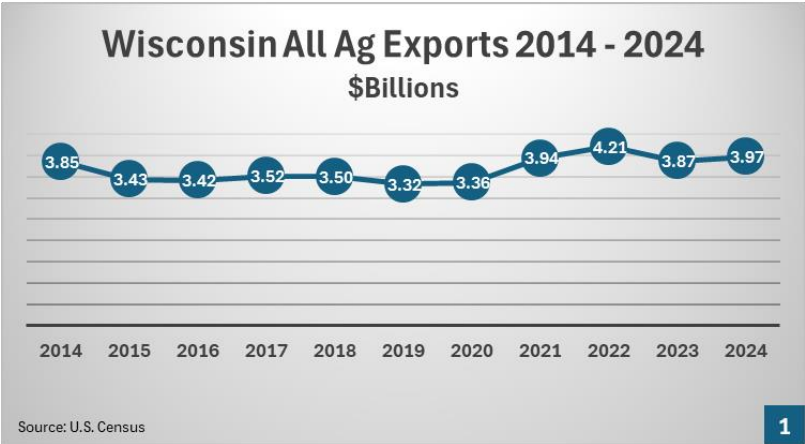
Wisconsin food, forestry, and agriculture product exports reached \$3.97 billion in 2024 — the second highest year on record, a 2.6% growth year-over-year, and 0.8% above 2021, the Wisconsin Initiative for Agricultural Exports (WIAE) base year.

Demand was stronger in 2024 for many Wisconsin product categories; however, the continued high dollar value is slowing exports to Korea and Japan, and trade tensions with China are reflected in agricultural exports to that major market. In addition, potential retaliatory tariffs on U.S. agricultural products imposed by Canada, Mexico, China, and the European Union could impact 67% of Wisconsin’s agricultural exports. The November 2024 USDA Outlook for U.S. Agricultural Trade forecast for 2025 is 2.5% below 2024.

Wisconsin 2024 agricultural exports were up 2.6%, while the U.S. was up 1.4%. Wisconsin is now the 12th largest exporter of agricultural products in the U.S., up from 13th in previous years.

Top Markets: Wisconsin’s top five agricultural export markets — Canada, Mexico, China, Korea, and Japan — represented 64% of total exports in 2024. Mexico, China, Japan, and “All Others” were up over 2023. Mexico and “All Others” were up compared to 2021. The top ten markets were 75% of Wisconsin’s total export markets. Germany (No. 6) was up 14%, Italy (No. 7) was up 117%, and Australia (No. 8) was up 21%. Outside of the top 10, the state made strong gains in Brazil (No. 11, up 26%), Taiwan (No. 12, up 36%), Ireland (No. 13, up 183%), Indonesia (No. 14, up 33% from 2023), the Democratic Republic of the Congo (No. 19, up 491% in corn meal), and Kazakhstan (up more than \$2 million in bovine semen).

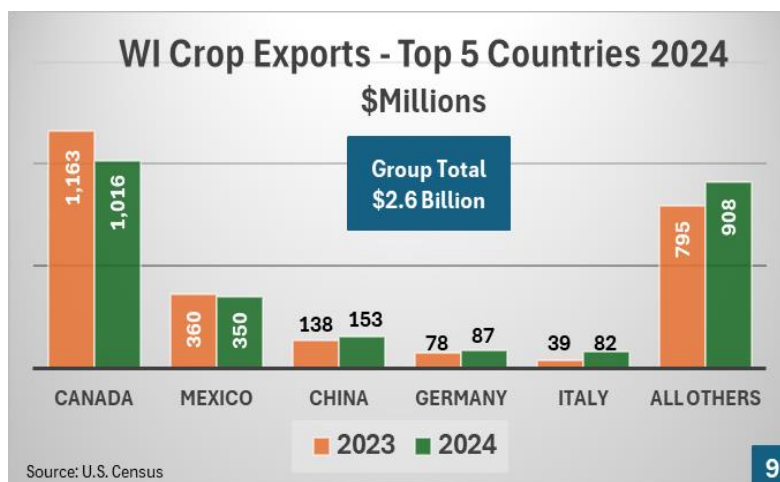
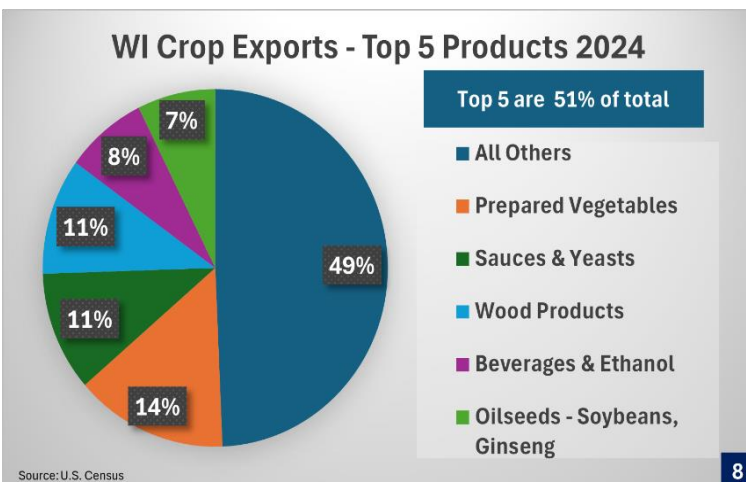
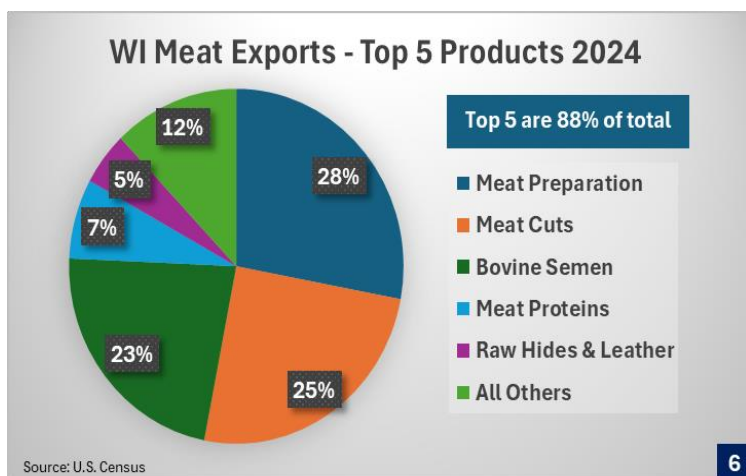
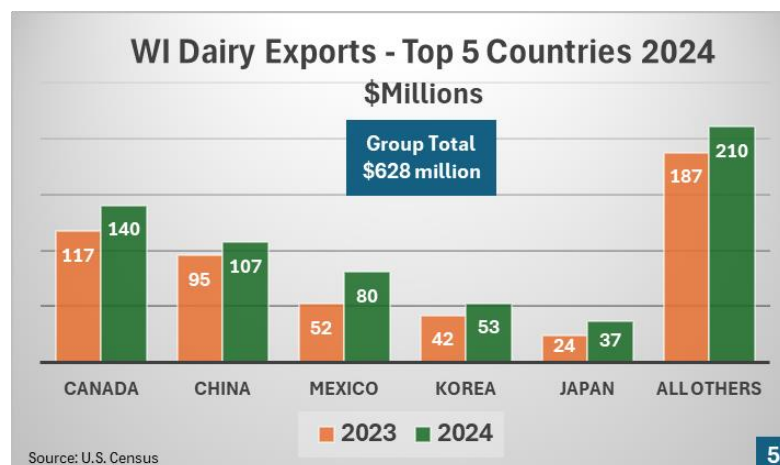
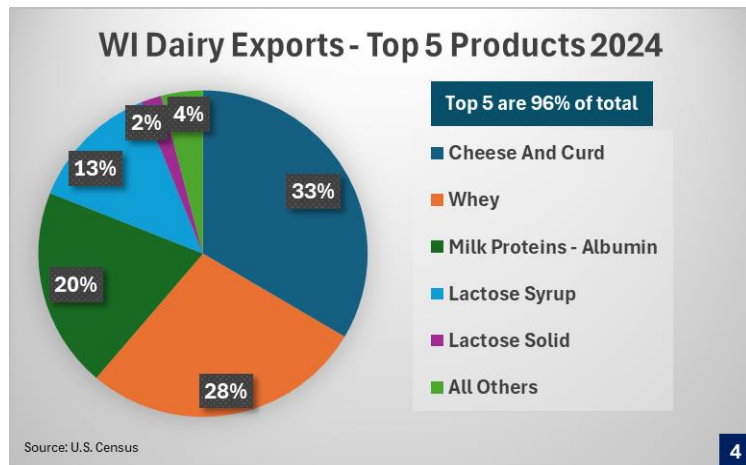
Top Products: In 2024, Wisconsin’s top 10 products made up 67% of total exports and were up 2.1%. Dairy was up 24%, prepared vegetables (sweet corn and cranberries) were up 17%, prepared meat (brats) were up 13%, wood products were up 7%, and sauces and yeasts were up nearly 4%. The 2024 total of all other individual products was \$1.29 billion, up 3.5% from 2023. **By product group for 2024, Dairy was up more than 21.5%, Meat was down 4.7%, and Crop was up 0.9%** (product group details on page 2).



Product Group Highlights

The 2024 exports of \$3.97 billion in agricultural products were tracked in three product groups:

- **Dairy:** cheese, whey, lactose, and milk proteins — **16%** of all Wisconsin agricultural exports
- **Meat:** livestock, bovine genetics, hides, and furs — **19%** of all Wisconsin agricultural exports
- **Crop:** grains, forestry, processed foods, and beverages – **65%** of all Wisconsin agricultural exports



Wisconsin is number one in the U.S. for the export of ginseng, cranberries, specialty cheese, prepared meat, bovine genetics, and mink pelts. Wisconsin exported to 151 countries in 2024.