



## Build Sales in Mexico at the CIGAL Dairy Conference

**Release Date:** February 28, 2012

**Contact:** Ashley Huibregtse, 608-224-5002  
Jim Dick, Communications Director, 608-224-5020

MADISON – Successful exporting relies on strong relationships, and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is offering an opportunity to help build those relationships. Companies interested in exporting to Mexico are invited to participate in the 2012 CIGAL Dairy Conference with DATCP.

“CIGAL is Mexico’s premier purebred dairy cattle conference that draws in the leading dairy producers and feed, genetics and equipment companies from throughout Mexico,” said Mike Powers, Division Administrator for Agricultural Development. Powers noted that CIGAL will be held at the Hotel Real de Minas in Queretaro, Mexico on August 8-10, 2012.

Genetics companies, dairy and farm equipment manufacturers, feed companies, veterinary medicine suppliers, livestock exporters and consultants are encouraged to attend. By traveling to CIGAL, companies will have a unique opportunity to make an impression on Mexican importers by exhibiting in the Wisconsin trade show booth space.

While at CIGAL, participants will build their market knowledge by participating in on-farm visits, producer meetings and workshops. DATCP staff also will introduce participants to Mexican dairy cooperative leaders, government officials, and feed, genetics and equipment distributors to build relationships that could lead to increased sales.

Two Wisconsin companies who accompanied DATCP staff to the 2011 CIGAL Dairy Conference reported deriving a combined total of \$750,000 in additional sales from the event. Wisconsin has also seen an increase in World Dairy Expo attendance from Mexico and formed partnerships with Mexican universities following participation in the CIGAL Dairy Conference.

Mexico is Wisconsin’s second most valuable agricultural export market, importing \$196 million of product in 2011. The demand for Wisconsin dairy genetics, livestock feed and dairy products continue to increase in Mexico. In 2011, Mexico was Wisconsin’s top export market for cheese. Soybean exports from Wisconsin to Mexico increased 110% from 2010 to 2011.

Space is limited to the first four companies that commit to the trade visit with DATCP. For more information or to seek your spot, contact Enrique Gandara, a DATCP Economic Development Consultant, at 608-224-5113 or [enrique.gandara@wisconsin.gov](mailto:enrique.gandara@wisconsin.gov). You can also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).

###



DATCP is seeking up to four companies to travel to the CIGAL Dairy Conference in Mexico. DATCP staff will coordinate exhibit space, plan on-farm visits and arrange meetings that could lead to increased sales.