



## **MEDIA ADVISORY: Eight Buyers from Seven Countries to Meet with Midwest Companies in Madison Next Week**

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) invites members of the media to attend the 2012 Livestock Feed and Ingredients Buyer’s Mission Monday, June 4 and Tuesday, June 5 in Madison. Midwest companies will be meeting with eight international buyers from seven countries to generate new sales leads and receive feedback on product potential. Media are welcome to attend to learn more about export opportunities and speak with participants.

Buyers from China, Canada, Guatemala, El Salvador, Mexico, Colombia and Brazil will be attending the event. These buyers have expressed interest in livestock feed ingredients, dried distiller grains (DDGS), whey, vitamins and minerals, silage inoculants, milk replacers, pre-mixes, pet foods and aquaculture products.

There is no set time for media to meet company representatives, buyers or DATCP International Trade Team members. They will be available to the media in between their individual meetings that will take place between 9:00am-Noon and 1:30pm-5pm June 4<sup>th</sup> and again June 5<sup>th</sup> 8:30am-noon.

Participants in 2011 Buyer’s Missions coordinated by DATCP reported actual sales of \$24.4 million and projected an additional \$8 million in sales over the next 12 months.

Just this week, DATCP Secretary Ben Brancel talked about the importance international exports play in Growing Wisconsin when he announced 2012 first quarter export numbers. Wisconsin agricultural exports continue to head in the right direction. In the first three months of 2012, Wisconsin exported \$700 million worth of agricultural products to over 100 countries, an increase of 16% over the first quarter of 2011.

This month, the U.S.-Colombia Trade Promotion Agreement went into effect, meaning certain agricultural products have immediate duty-free access to that country which could lead to additional sales for Wisconsin.

The Buyer’s Mission is co-sponsored by the DATCP, Iowa Department of Economic Development and Food Export Association of the Midwest. Following the visit to Madison, the international buyers will travel to the World Pork Expo for additional meetings in Des Moines, Iowa.

**WHERE: Concourse Hotel-Assembly Room  
1 West Dayton Street  
Madison**

**WHEN: Monday, June 4 (9am-Noon, 1:30pm-5pm)  
Tuesday, June 5 (8:30am-Noon)**

**RSVP: Use the above contacts to schedule a time to attend.**

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