



Feed Companies Invited on Trade Mission to Colombia

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MADISON – With Colombia’s growing livestock industry, there is an increased demand for U.S. animal feed products. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages agricultural companies to register now for a focused trade mission to Colombia, July 11-15.

“With the U.S.-Colombia Trade Promotion Agreement in place, Colombia is a desirable destination for Midwest feed, feed ingredient, livestock genetics and agricultural equipment exports,” said Enrique Gandara, an Economic Development Consultant with DATCP’s International Trade Team. “The Midwest is strategically located to be a source for Colombia’s livestock industry, one of the largest in South America.”

The trade mission will include one-on-one meetings with qualified buyers, a tour of a local feed mill hosted by the Association of Feed Producers of Colombia and visits to the AgroExpo trade show. An interpreter will be present throughout the mission, and on-site assistance will be provided at buyer-seller meetings and tours.

Products in demand by Colombian buyers include: value-added feeds, pre-mixed feeds, antimicrobials, probiotics, milk replacers and supplements. Participants in the trade mission will receive a pre-mission custom research package, inclusion of a company profile in a trade mission brochure, translation of company and product information into Spanish, and writing and sending of a follow-up letter to all contacts made.

“Last year, nearly 250 Colombian ranchers came to Wisconsin during World Dairy Expo to learn more about our agricultural industry and purchase products. Our connection with the Colombian marketplace continues to grow,” added Gandara. “By participating in this trade mission, Midwest companies will have the opportunity to connect with key buyers and influential government leaders to increase their export sales.”

In 2012, U.S. agricultural exports to Colombia totaled more than \$1 billion. Under the U.S.-Colombia Trade Promotion Agreement, Colombia will provide immediate duty-free access for various animal feeds and will phase out tariffs over 12 years.

Space is limited. To register, visit foodexport.org. The final registration deadline is April 22. The cost to attend is \$600, and participants are also responsible for their travel and incidental costs. Participants may be eligible for up to 50% reimbursement on select travel expenses, freight costs for samples and other costs through the Branded Program.

For more information, contact DATCP’s Gandara at 608-224-5113 or enrique.gandara@wisconsin.gov.

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