



## Meet with international buyers during World Dairy Expo

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

MADISON – Come to Madison this fall for the World Dairy Expo, and meet with international buyers from seven different countries while you are here. The Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to register now for one-on-one meetings at the Value-Added Feed Ingredients Buyers Mission.

“Buyers Missions are a low-cost opportunity to expand your company’s exports around the world by meeting with international buyers individually here at home,” said Mike Powers, DATCP’s Agricultural Development Division Administrator. “This year, we are welcoming buyers from Asia, the Middle East and South America who have expressed interest in a variety of Wisconsin products.”

The Buyers Mission will be held from September 30-October 3. Buyers from Brazil, China, Colombia, Malaysia, Taiwan, Saudi Arabia and Vietnam are planning to attend.

Products in demand with international buyers include: dairy nutrition, milk replacers, soybean meal, pro-biotics, corn gluten meal, pre-mixed feeds, alfalfa meal and pellets, vitamins and minerals, whey protein, meat bone meal, trace mineral, amino acids, enzymes, supplements and value-added feeds.

Buyers have been pre-qualified. Meeting slots are limited and will be scheduled on a first-come, first-served basis. Meetings offer an opportunity to share information about available products, receive feedback from the buyer and initiate sales.

Buyers Missions are a cost-effective way to build relationships. Participants in the 2012 Value-Added Feed Ingredients Buyers Mission reported actual export sales of \$33.5 million and projected over \$31.2 million in additional export sales.

Visit [foodexport.org](http://foodexport.org) to register. To attend, companies must complete their registration and pay \$150 fee by September 17. Companies that register by August 6 will save \$50.

For more information, contact DATCP’s Jennifer Lu at 608-224-5102 or [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov) or Enrique Gandara at 608-224-5113 or [enrique.gandara@wi.gov](mailto:enrique.gandara@wi.gov).

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