



Seminar to Focus on ‘Tools of the Trade’ for Food Exporting

Release Date: September 10, 2018

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MADISON – Whether novice or experienced, food exporting professionals can learn more about food exporting at an upcoming seminar co-organized by the Food Export Association of the Midwest and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

The seminar, “Food Export: Tools of the Trade,” will be held Wednesday, Sept. 19 in Appleton and will be led by Dennis Lynch, a Food Export Helpline counselor who has been directly involved in monitoring, troubleshooting and facilitating export transactions for more than 25 years.

Topics to be covered by Lynch and other experts during this full day of food export education include:

- Market Research
- Pricing Your Product for Export
- Shipping Your Product Overseas
- Export Payments and Finance
- The Status of Ag Exports
- Programs and Services of the Food Export Association of the Midwest

“Information to be shared will benefit both the new-to-export company, as well as the experienced food exporter,” said Lisa Stout, economic development consultant with DATCP’s International Agribusiness Center. “The seminar will focus on a wide range of products that you will find on the grocery store shelves, as well as in a restaurant kitchen.”

The seminar will be held Wednesday, Sept. 19 at the DJ Bordini Center, Fox Valley Technical College, Appleton. Cost is \$50 per person and the registration deadline is September 18, 2018. Information/registration link: [Food Export Seminar](#)

Food Export Association of the Midwest USA (Food Export-Midwest) and Food Export USA-Northeast (Food Export-Northeast) are non-profit organizations composed of 23 Midwestern and Northeastern state agricultural promotion agencies that use federal, state and industry resources to help U.S. suppliers increase product sales overseas. These services include export promotion, customized export assistance, and a cost-share funding program.

Since 1966, the International Agribusiness Center of the Wisconsin Department of Agriculture, Trade and Consumer Protection has provided export assistance to Wisconsin’s food and agriculture industry. Services include export education, market access support and market development and promotion.

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