



EXECUTIVE ORDER #275

Relating to the Wisconsin Agriculture Market Development Initiative

WHEREAS, Wisconsin is known around the world for the diversity, abundance and quality of its agricultural products, along with the State's agricultural research, technology, education, and expertise; and

WHEREAS, agriculture contributes \$88.3 billion annually to the State's economy and provides over 413,000 jobs in Wisconsin; and

WHEREAS, Wisconsin exported \$3.4 billion in agricultural products in 2016 and currently ranks 12th nationally in agricultural exports; and

WHEREAS, Wisconsin has the proud legacy of being America's Dairyland and is home to approximately 8,800 dairy farms, 96 percent of which are family owned; and

WHEREAS, Wisconsin is committed to maintaining its leadership in dairy farming, processing, research, technology, and education; and

WHEREAS, the Wisconsin Department of Agriculture, Trade, and Consumer Protection has an opportunity to provide market opportunities to our family farmers and agribusinesses;

NOW THEREFORE, I, SCOTT WALKER, Governor of the State of Wisconsin, by the authority vested in me by the Constitution and laws of this State, do hereby direct the Wisconsin Department of Agriculture, Trade, and Consumer Protection to:

1. Offer Wisconsin dairy businesses that are interested in increasing their capacity, introducing new products, or entering new markets the ability to apply for low-interest, value-added dairy revolving loans.
2. Utilize existing loan program revenues to encourage research and new dairy product development for domestic and international markets.
3. Focus on growing domestic and international markets while working with agricultural stakeholders to support Wisconsin farmers and agribusinesses as they work to grow markets locally and regionally.
4. Provide technical assistance, referrals, and educational seminars for the Wisconsin agriculture industry in its effort to explore new markets and product opportunities.
5. Utilize the Department's International Agribusiness Center to increase efforts to market Wisconsin agriculture around the world by partnering with regional and national industry organizations, taking additional Wisconsin companies and representatives abroad, and bringing more potential buyers to the State to showcase all Wisconsin has to offer.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this twenty-fourth day of January in the year two thousand eighteen.

SCOTT WALKER
Governor

By the Governor:

DOUGLAS LA FOLLETTE
Secretary of State