



Washington
State Department of
Agriculture

Washington State Department of Agriculture's Export Resources

Washington Cheese Maker Association
January 31, 2025

Elisa Daun

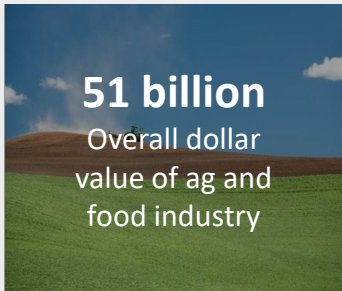
*International Trade Specialist
Washington State Department of Agriculture
International Marketing Program*



Today's Agenda

- **Washington Agriculture Overview**
- **Washington Agriculture Exports**
- **WSDA International Marketing Program**
- **Washington State Department of Agriculture (WSDA Video)**
- **Q & A**

Washington's Agriculture Industry



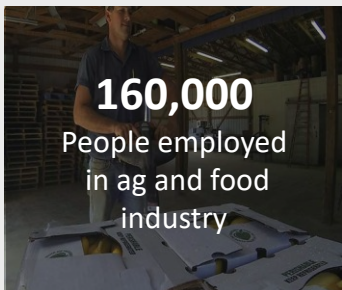
51 billion

Overall dollar value of ag and food industry



10.6 billion

Market value of crops and livestock



160,000

People employed in ag and food industry

- **AGRICULTURAL CROPS**
 - Fruits & Vegetables, Grains, Hay, etc.
- **LIVESTOCK & ANIMAL PRODUCTS**
 - Dairy, Meat & Poultry, Seafood, etc.
- **PROCESSED FOODS & BEVERAGES**
 - Frozen & Packaged Foods, Beer & Wine, etc.



300

Number of crops grown in Washington



2.4 billion

Dollar value of apples – state's top crop



15 billion (total)

6.8 billion (WA-origin)

Value of food and ag products exported overseas

Washington Top 10 Commodities



APPLES

\$1.991 billion



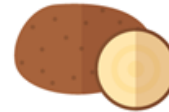
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\$1.332 billion



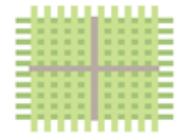
MILK

\$1.331 billion



POTATOES

\$1.160 billion



HAY

\$861.7 million



WHEAT

\$672.2 million



EGGS

\$405.9 million



HOPS

\$405.8 million



ONIONS

\$383.7 million



GRAPES

\$309.3 million

Washington Food & Agricultural Exports



- **2023 WA-Grown or Processed Food & Ag Exports = \$7.5 Billion**
- **2023 Total Food & Ag through WA Ports = \$19 Billion**

- 30% of all Washington-grown food & ag products are exported
 - 90% wheat
 - 70% potatoes (form of French Fries)
 - 30% apples
 - 25% cherries



Washington's Top Ag Products Exports 2023



Top Trading Partners

Canada	\$1.3B
Japan	\$1.2 B
China	\$857M
Mexico	\$687M
South Korea	\$497M

Top Export Products

Frozen French Fries	\$1.1B
Fish and Seafood	\$1.1B
Wheat	\$684M
Apples	\$683M
Dairy	\$563M



Top Trading Partners 2023-2024



- 1) **Canada:** Seafood, Apples, Cherries, Fresh Onions (Total export value \$1.3B)
- 2) **Japan:** Frozen French Fries, Hay, Fish & Seafood (Total export value \$1.2B)
- 3) **China:** Beef, Fish & Seafood, Wheat (Total export value \$857 M)
- 4) **Mexico:** Apples, Frozen French Fries, Dairy (Total export value \$687 M)
- 5) **South Korea:** Frozen French Fries, Hay, Wheat (Total export value \$497 M)

Dairy Exports in 2023



WA Dairy Export Value - \$562.87M

- **Top Markets for WA Dairy Export:**

1. Indonesia (#1 market, total value \$97.33 M)
2. Japan (#2 market, total value \$90.1 M)
3. Mexico (#3 market, total value \$51.56 M)

- **Other Markets:**

- China, South Korea, Philippines, Vietnam



WA Cheese Exports in 2023 & 2024



2023 WA Cheese and Curd Export Value - \$171M

2024 WA Cheese and Curd Export Value - \$141.5M

- **Top Markets for WA Cheese Export:**

1. Japan (#1 market, total value \$87.1 M)
2. South Korea (#2 market, total value \$25.9 M)
3. Australia (#3 market, total value \$18.2 M)
4. Panama (#4 market, total value \$8 M)
5. Saudi Arabia (#5 market, total value \$7.8 M)

- **Other Markets:**

- China, Indonesia, UAE, Mexico, and Taiwan
(Canada is #13)



WSDA International Marketing Program



The WSDA International Marketing Program supports the health and viability of Washington food and agricultural businesses by helping them expand exports around the world.

- ❖ All Food & Agriculture
- ❖ Small to Medium Sized Businesses

**Export
Development**

Provide resources to Washington companies to help them become export-ready.

**Export
Assistance**

Match buyers & sellers, conduct trade activities and provide technical assistance to facilitate trade.

Market Access

Government-to-Government/Trade Barrier Mitigation

Trade Team – WA Based Staff



Rianne Ham
Program Manager
360-902-1841
Rianne.Ham@agr.wa.gov



Zachary Garza
International Trade Spec.
509-731-0197
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Julie Johnson
Export Dev. Trade Spec.
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Elisa Daun
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Rebecca Weber
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509-727-8302
rweber@agr.wa.gov

Assignments: Markets/Industry



Rianne Ham - Program Manager (Olympia)

360-902-1841, RPerry@agr.wa.gov

Julie Johnson - Export Development (Olympia)

360-790-1060, JJohnson@agr.wa.gov

Elisa Daun – Export Assistance (Western WA: Seattle)

206-471-8688, EDaun@agr.wa.gov

Markets: Canada, Taiwan, China, Hong Kong

Industries: Seafood, Dairy Products, Nursery, Raspberries, Distilled Spirits

Rebecca Weber – Export Assistance (Eastern WA: Kennewick)

509-727-8302, RWeber@agr.wa.gov

Markets: SE Asia, Australia, India, Middle East, South Korea, Africa

Industries: Blueberries, Grain, Pulses, Hay, Livestock/Beef/Poultry

Zachary Garza – Export Assistance (Central WA: Othello)

509-731-0197, ZGarza@agr.wa.gov

Markets: Japan, Europe, Mexico, Central America, South America

Industries: Tree Fruit, Potatoes, Onions, Hops, Seed, Cider

Export Assistance – Overseas Representatives



Vietnam – Mr. Francis Lee (United Base Company Ltd.)

South Korea – Mr. Danny Kim (Greenier International)

Japan – Ms. Keiko Sasaki (Aviareps Japan)

Mexico & Central America – Mr. Marco Albarran (Imalinx)

Singapore, Malaysia, Indonesia, Thailand & The Philippines – Mr. Sarath Menon and Ms. May Abrera – Orissa International

You can find the above contacts at WSDA International Marketing Program
Link: <https://agr.wa.gov/departments/business-and-marketing-support/international/contacts>

Export Assistance – Overseas Representatives



Assist Washington food & agricultural companies with:

- ❖ Trade leads and direct contacts with importers, buyers
- ❖ Market research, pricing & packaging information
- ❖ Guidance on shipping, customs & local requirements
- ❖ Trade barrier assistance
- ❖ Assistance scheduling in-market appointments
- ❖ Translation services
- ❖ Local knowledge and personal experience
- ❖ Travel to WA once a year for company consultations

1-1 Co. Consultation – WSDA Overseas Reps



August 4-8, 2025:

- ❖ With: Japan, Korea, Vietnam, SE Asia and Mexico
- ❖ Where: Seattle WA and Eastern Washington (location TBD)

For more information go to:

<https://agr.wa.gov/Marketing/International/Activities.aspx>

Email to jjohnson@agr.wa.gov or call 360-790-1060

Who do we help?



New to export

- A company that:
- Has no prior experience in exporting
- Have been operating for less than a year to a few years but have not made any sales
- Have done some research or are just starting their journey to find out about the resources available for exporting

New to export with some experience

- A company that:
- Is domestic-focused and is selling reactively to foreign customers due to inquiries
- Has no clear global market strategy

Currently exporting

- A company that:
- Actively sells its products to customers in other countries
- Is looking for new markets around the world
- Understands the different cultures, rules and competition in various countries

How to Prepare for Export



Organization	Services
Washington State Department of Agriculture (WSDA)	Export Programs: Export Development, Export Assistance, Market Access, Overseas Reps
The Western United States Agricultural Trade Association (WUSATA)	Global Connect, FundMatch, Export Education
Small Business Development Center (SBDC)	Export piece into business plan, in-depth market research, pricing assistance
Export Finance Assistance Center of WA (EFACW)	Bank matchmaking as well as offers trainings
Export-Import Bank of the US (EXIM)	Assistance with financing and credit insurance
US Small Business Administration (SBA)	Assistance with financing and bank management
Washington State Department of Commerce	STEP program
US Commercial Services	Gold Key Services (pay a fee for matchmaking services)

How to know when you are ready to export



- Takes time, energy , and staff
- Need to be in it for the long haul
- Need to be committed and have buy-in from management
- Use ALL available “free” resources
- Do your own research on the best market to supplement the information you gather from other organizations
- Make sure you can supply and meet the demand
- Find the right channel and size of importer for your company
- Good to focus on 1 or 2 markets to begin with

Export Assistance



- **Technical Assistance**

- ❖ Market Intelligence, Export/Import & Documentation, Product Adaptations, Shipping, Payment, Customs Clearance, Resource Referrals

- **Trade Activities**

- ❖ Inbound Missions, Outbound Missions, Tradeshows, Promotions



- **Buyer/Seller Matchmaking**

- ❖ Trade Leads, Public Site, Buyer and Supplier Itineraries
- ❖ Find Qualified Buyers, Agents, Distributors



Buyer / Seller Matchmaking Opportunities



- WSDA / Representatives (Inbound & Outbound Missions / Trade Shows / Trade leads)
- WUSATA (Inbound & Outbound Missions / Trade Shows / Trade Leads)
- USDA Foreign Agricultural Service (FAS) Trade Missions (5-6 per year / Outbound Missions)
- Other partner organizations (Outbound Missions)

WSDA work



WSDA Important Links



WSDA Website:

<http://agr.wa.gov>

<https://agr.wa.gov/departments/business-and-marketing-support/international>

WSDA Public Supplier Database:

<http://wsda.force.com/>

WSDA/IM Events and Activities Calendar:

<https://agr.wa.gov/departments/business-and-marketing-support/international/activities>

WSDA Export Certificates:

<https://agr.wa.gov/departments/food-safety/food-safety/export-certificates>

WSDA IM Staff Directory:

<https://agr.wa.gov/departments/business-and-marketing-support/international/contacts>

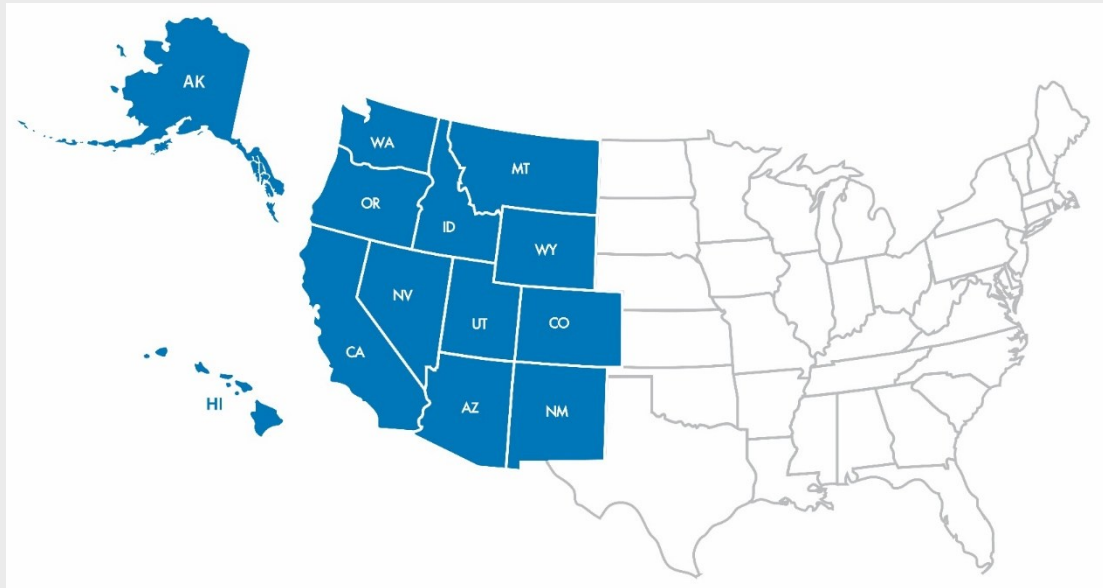
Western US Agricultural Trade Association



www.WUSATA.org

export@wusata.org; 360-693-3373

Association of 14 Western States' Ag Marketing Entities



WUSATA work / Trade Show



WUSATA work / Inbound Trade Mission



WUSATA work / Outbound Trade Mission



Washington Grown Video

[\\agrfloly01\Market Dev\International Marketing\Outreach\Washington Grown Video](#)



Thank You!



Questions?

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