

Wisconsin Exports Hit Record High in 2014 | Office of the Governor - Scott Walker

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SCOTT WALKER OFFICE OF THE GOVERNOR

WISCONSIN EXPORTS HIT RECORD HIGH IN 2014

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Madison – Wisconsin businesses exported \$23.43 billion in goods worldwide in 2014—an all-time high for the state and a 1.4 percent increase over 2013. In the last four years, Wisconsin’s total exports have jumped by 18.3 percent.

Wisconsin’s agricultural exports rose by 13.6 percent in 2014 to a record \$3.7 billion. The state’s increase was nearly three times greater than the growth rate for total U.S. agriculture exports in 2014 and marks the fifth straight year the Wisconsin’s numbers have risen.

“This is great news for Wisconsin farmers, as well as businesses of all sizes and all industries,” said Governor Scott Walker. “We are taking the necessary steps to improve our business climate, and help Wisconsin companies improve their position in the global market. Promoting Wisconsin business and products in helping job creators realize that exporting can open the doors to new markets and new customers. The latest record-breaking numbers are a true indication that our efforts are paying off.”

Wisconsin’s export growth in 2014 was spurred by an increase in shipments to Canada and Mexico, Wisconsin’s top two export destinations. Exports to Mexico jumped by 12.7 percent to \$2.84 billion, primarily because of an increase in the export of vehicle parts, plastics, and dairy products. Exports to Canada—the state’s number one export destination—were up 5.5 percent to \$7.94 billion, due primarily to an increase in organic chemicals, ethanol, fur skins, and beverage exports.

In addition to agriculture, Wisconsin saw increases in other key sectors, including water-technology-related products (up 7.4 percent to \$5.03 billion); biotechnology (up 6.8 percent to \$3.11 billion); and health care (1 percent increase to \$1.89 billion).

“Wisconsin companies realize exporting is no longer a luxury. It’s imperative for any Wisconsin company seeking a competitive advantage in the 21st century,” said Reed Hall, secretary of CEO of the Wisconsin

Economic Development Corporation. “These strong export numbers show that Wisconsin companies are well positioned to serve the global marketplace.”

Industrial machinery continues to be the Wisconsin’s top export product category at \$6.37 billion, accounting for 27 percent of all state exports. The second-largest product category is medical and scientific instruments, which accounts for 9 percent of all state exports at \$2.17 billion.

Other exporting highlights from 2014 include:

- Wisconsin ranked 19th in the U.S. in total exports—behind Massachusetts and ahead of Minnesota. The state ranked 13th in agricultural exports.
- Wisconsin leads the nation in exports of more than 40 different products, including cranberries, whey, ginseng roots, outboard engines, refrigeration equipment, firefighting vehicles, fire extinguishers, and bicycles.
- Wisconsin businesses exported to 206 different countries.
- Exports to European Union countries increased by 8.1 percent, due in part to increases in exports of automatic data process machines and tractors, trucks and other vehicles.
- The state saw an 8.6 percent increase in the exports of plastics, which surpassed the \$1 billion mark in 2014. Canada is the destination of 42 percent of the state’s plastic exports.
- Aircraft and spacecraft exports rose by 32 percent to \$404.9 million. The United Kingdom was the leading destination of products in that category.
- The state continues to experience a rise in exports of fur skins. The \$269 million in fur skin exports is up 53percent from 2013 and 123 percent from 2012.

Wisconsin’s Top Five Export Destinations in 2014

Country	Value of Exports	% Change from 2013
Canada	\$7.94 billion	+5.5%
Mexico	\$2.84 billion	+12.7%
China	\$1.56 billion	-5.7%
Japan	\$901.9 million	-3.4%
United Kingdom	\$848.3 million	+24.9%

Wisconsin’s Top Five Export Products in 2014

Product Category	Value of Exports	% Change from 2013
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Industrial Machinery	\$6.37 billion	-6.8%
Medical and Scientific Instruments	\$2.17 billion	-4.2%
Electrical Machinery	\$2.14 billion	-3.7%
Non-railway Vehicles and Parts	\$1.85 billion	-4.3%
Plastics	\$1.04 billion	+8.6%
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