

Talking Trade with Canadian Consul General Aaron Annable

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In the latest episode of “Talking Trade,” Canadian Consul General Aaron Annable shares the latest figures illustrating Canada’s trade relationship with Wisconsin.

According to Annable, 174 Canadian companies currently operate in the state, employing more than 22,000 Wisconsin workers. Annual trade between Canada and the state reached \$14.7 billion in 2022, marking a 13 percent increase from the prior year, he said.

“This means that Canadians buy 31 percent of all foreign-bound goods produced in Wisconsin, and that’s more than the next five largest foreign markets for the state combined,” Annable said.

Total Wisconsin exports to Canada were up 15 percent last year, he added. The state’s largest export categories to its northern neighbor were paper and plastics last year, valued at \$621 million and \$615 million, respectively.

Plus, nearly one-fourth of all Wisconsin imports from Canada are forestry products, valued at around \$1.4 billion annually. Other top import categories include agricultural products and equipment and machinery, each of which are valued at around \$800 million per year.

“We’re very optimistic about seeing this growth continue, given the very positive and productive relationship we have with Wisconsin,” he said.

Annable also discusses bipartisan efforts by U.S. lawmakers to boost trade and improve security agreements with Canada, as well as the latest international supply chain trends and more.