

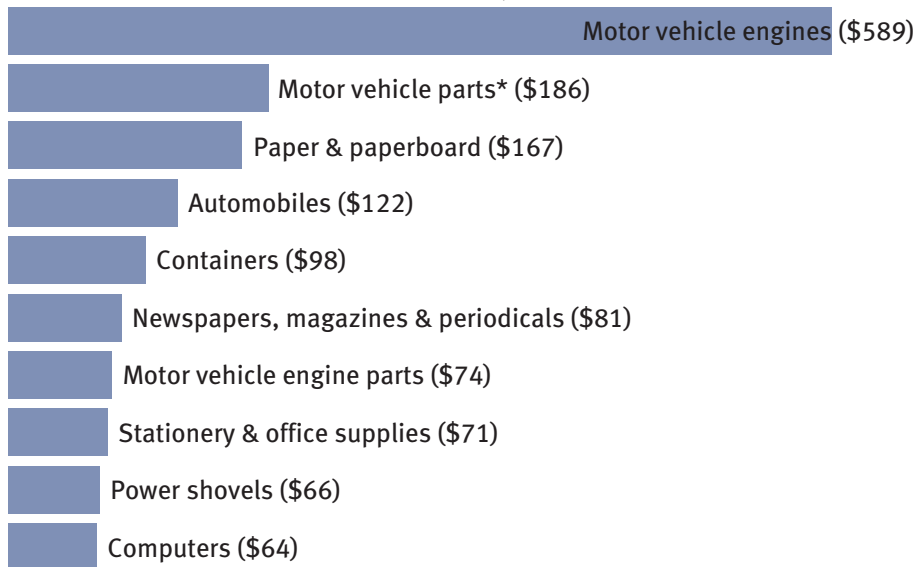
WISCONSIN

- 103,000 Wisconsin jobs supported by Canada–U.S. trade
- Total Canada–U.S. merchandise trade: \$411 billion
- Canada–U.S. trade supported 5.2 million U.S. jobs
- Canada was the recipient of over a third of Wisconsin’s total exports last year
- Hearty breakfast foods—dairy, eggs and honey—valued at \$67 million crossed the border from Wisconsin, America’s dairyland to Canada in 2004.



Wisconsin’s Leading Exports to Canada

2004, in millions of U.S. dollars

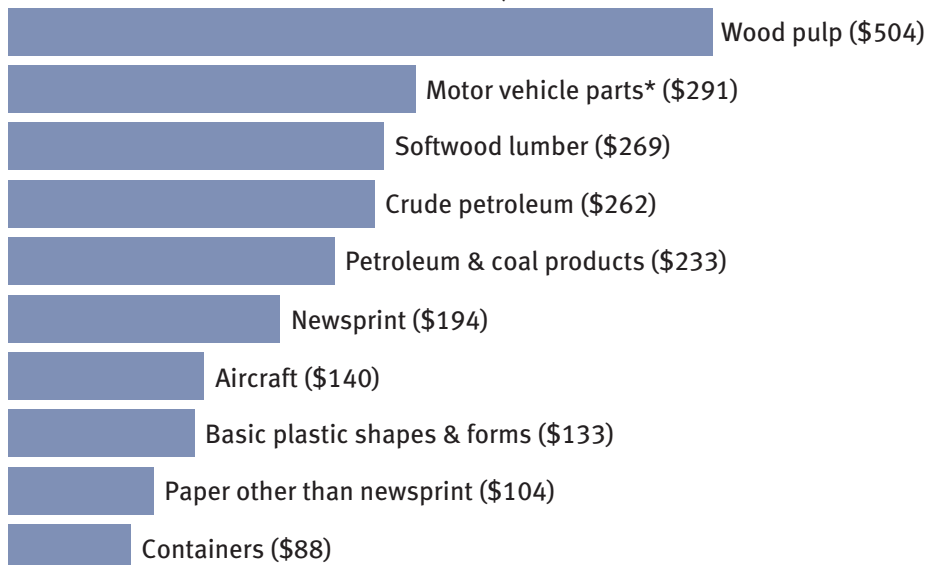


*not including engines

Total Wisconsin exports to Canada: \$4.8 billion

Wisconsin’s Leading Imports from Canada

2004, in millions of U.S. dollars



*not including engines

Total Wisconsin imports from Canada: \$4.5 billion

Leading role...

Canada was the Badger State’s leading export destination, receiving 38% of the state’s foreign-bound goods. Sales north of the border amounted to \$4.8 billion, exceeding the revenue generated from goods Wisconsin exported to its next ten largest trading partners combined. In return, \$4.5 billion in Canadian goods entered the state in 2004, contributing to the increase of over half a billion dollars in bilateral trade from 2003.

Leaving the competition in the dust...

The transportation sector led Canada-Wisconsin trade, generating \$1.8 billion in revenue. \$1.2 billion worth of the Badger State’s transportation goods were sent north of the 49th Parallel, representing a growth in profits of 19% from 2003. Motor vehicle engines drove the sector with sales to Canada worth \$589 million, followed by sales of \$186 million in motor vehicle parts (excluding engines). Canadian transportation goods were also in high demand—\$655 million worth in 2004. Motor vehicle parts (excluding engines) totaling \$291 million and aircraft totaling \$140 million accounted for the majority of the state’s transportation imports from Canada.

If money grew on trees...

Forest products—the second largest sector in Wisconsin-Canada trade—generated \$1.6 billion in revenue. Canadian forest products sold to the Badger State totaled \$1.4 billion. Wood pulp worth \$504 million was the largest import commodity, comprising 11% of the state’s total imports from its northern neighbor. Softwood lumber imports followed with purchases totaling \$269 million. In return, paper

and paperboard worth \$167 million dominated the Badger State's forest exports to Canada.

Machines fueling the economy...

The bilateral exchange of machinery generated \$1.3 billion, representing 13% of Canada-Wisconsin trade. Wisconsin sent \$1 billion worth of machinery north of the border and, in exchange, purchased \$236 million in Canadian machinery. The sector was led by the Badger State's sale of \$66 million in power shovels. In return, the state purchased \$30 million in Canadian materials handling machines and equipment.

Great Lakes hospitality...

Canadians made 189,100 visits to Wisconsin, generating \$49 million in tourism revenue for the state. In turn, \$185 million was spent by residents of the Badger State during their 345,400 visits north of the border in 2004.

June 2005

Wisconsin's Merchandise Exports to Canada <i>2004, in millions of U.S. dollars</i>		Wisconsin's Merchandise Imports from Canada <i>2004, in millions of U.S. dollars</i>	
Transportation	\$1,182	Forest Products	\$1,379
Machinery	\$1,019	Transportation	\$655
Equipment	\$578	Energy	\$504
Household Goods	\$546	Chemicals	\$420
Agriculture	\$358	Equipment	\$320
Chemicals	\$291	Agriculture	\$314
Forest Products	\$221	Metals	\$242
Metals	\$197	Machinery	\$236
Telecommunications	\$128	Household Goods	\$115
Other	\$298	Other	\$352

Canada–Wisconsin Success Stories

Canada has become an important supplier of natural gas to the state with the opening of the Guardian Pipeline in 2003. Operated by a partnership that includes Wisconsin Energy Corporation of Milwaukee and WPS Resources of Green Bay, the Guardian Pipeline will transport Canadian natural gas to Wisconsin. Guardian is expected to save consumers up to \$48 million over 10 years.

Canadian Pacific Railway's recently improved daily service from Vancouver to Milwaukee has increased U.S. exporters' and importers' awareness of the Port of Milwaukee as an option for sending and receiving shipments to and from Asia. Canadian Pacific's container freight traffic experienced an increase of 965% in 2003 in volume handled at Milwaukee from 2001; shipments from Milwaukee to Vancouver dramatically increased during that same period. Growth in freight volume continues to highlight this important Canada–Wisconsin link.



Top Three Canadian Employers

- ✦ Extindicare Inc
 - ★ *Extindicare Health Services Inc*
- ✦ McCain Foods Group Inc
 - ★ *McCain Foods Usa Inc*
- ✦ Onex Corporation
 - ★ *J L French Automotive Castings Inc*

State jobs supported by Canada–U.S. trade: 103,000

Wisconsin Trade

Exports to Canada:	\$4.8 billion
Imports from Canada:	\$4.5 billion
Bilateral trade:	\$9.3 billion
Largest export market:	Canada

Wisconsin Tourism

Visits by Canadians:	189,100
\$ spent:	\$49 million
Visits to Canada:	345,400
\$ spent:	\$185 million

For more information on Canada's trade with Wisconsin, please contact:

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Sources: Merchandise trade and tourism figures are from **Statistics Canada**, converted at the rate of US\$1.00=C\$1.3015. Job numbers are based on 2001 data from a 2003 study by **Trade Partnership Worldwide** commissioned by the Canadian Embassy. Canada's export ranking is from the **World Institute for Strategic Economic Research (WISER)**. All figures are in U.S. dollars. Figures may not add up due to rounding.