

Japan Healthy Foods & Ingredients Inbound Mission July 7-11, 2014 Colorado and Hawaii

Event Benefits:

- Meet one-on-one with retail and food service buyers from Japan
- Promote products to pre-qualified healthy food importers
- Gain information about importer/buyer needs and preferences

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

This will be an excellent opportunity for companies to participate in the growing Japan healthy foods & ingredients market. Japan buyers are looking to source unique, high quality, healthy, specialty, functional foods and ingredients for the retail and food service sectors. The Japan market is ranked as the #4 importer of agricultural exports from the United States. In December 2013, Nikkei News reported that the healthy foods and supplements market in Japan grew to an incredible \$14.7 billion in 2012.

MEETINGS: Denver, CO July 7-8, 2014

Honolulu, HI July 10-11, 2014

Products of Interest*:

Grains, Nuts, Dairy, Noni, Plant extracts, Vegetable and plant oils, Flavorings, Gluten-free, Beverages, Dried fruits, Sauces, Snacks, Healthy & Natural foods, and more.

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

June 29, 2014

Participation Fee:

\$15 per company

Managing States:

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To Register: [login](#) to your *My WUSATA* account at WUSATA Web, or visit our [website](#) and create one today!