

## Mexico Retail Promotion August ~ September, 2013 Mexico City, Monterrey & Guadalajara

### Event Benefits:

- \* Export readiness assessment & in-country liaison with retailers
- \* Product placement in targeted retail outlets for a 4 week period
- \* Performance assessment report & feedback from retailers

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

If your company is interested in the Mexican market, this activity is a great opportunity to get your foot in the door with key retailers. The promotion will feature an individualized market assessment, retail placements of your product, trained personnel to educate the public on your offerings, a cooking demonstration using your product, and feedback at the conclusion of the event. This multi-faceted event is not to be missed!

### **Products of Interest\*:**

Consumer Ready Products, Gourmet, Organic, Snack Foods, Natural/Healthy Foods, and Specialty Foods.

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

### Registration Deadline:

**March 29, 2013**

### Participation Fee:

**\$150.00**

### Managing States:

Linda Howard  
Montana Department of Agriculture  
406-441-5425  
lhoward@mt.gov

### To Register:

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