

WUSATA Branded Program Workshop **August 19 - 21, 2013** **Los Angeles, Clovis, and San Francisco, CA**

Event Benefits:

- * Learn how to double your international marketing budget
- * Network with other local based agribusinesses
- * Train or re-train your staff on the program's fundamentals

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

Is your product ready for export? Need help funding international marketing activities and promotions? Thinking about exhibiting at an international or domestic trade show? If so, then the WUSATA Branded Program is for you! Every year, hundreds of small Western U.S. companies utilize and benefit from our Branded Program, a 50% cost reimbursement program on eligible international marketing expenses. Join us to learn how we can help your business expand its worldwide marketing reach.

Branded Program Workshop - California:

August 19, 2013 9:00 a.m - 1:00 p.m., Los Angeles; August 20, 2013 9:00 a.m - 1:00 p.m., Clovis;

August 21, 2013 9:00 a.m - 1:00 p.m., San Francisco

Products of Interest*:

Foodservice Products, Ingredient, Natural/Health, Nursery, Nutraceutical, Organic, Pet Food and Products, Produce, Retail Products, Seafood and much more!

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

Registration Deadline:

August 15, 2013

Participation Fee:

\$30 per person

Managing States:

Josh Eddy

California St. Dept of Ag

916-952-8053

josh.eddy@cdfa.ca.gov

Alicia Rios

California Ctr for Intl Trade

559-324-6401

alicia.rios@scccd.edu

To Register:

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