

INBOUND MISSION

2014 JAPAN: HEALTHY FOODS & INGREDIENTS INBOUND MISSION

Monday, Jul 7 - Friday, Jul 11, 2014
Registration: Tuesday, Apr 1 - Wednesday, Jul 2, 2014
Colorado, Hawaii | United States of America

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Japan Healthy Foods & Ingredients Inbound Mission: July 7 - 11, 2014** This will be an excellent opportunity for companies to participate in the growing Japan healthy foods and 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, and buyers are consistently seeking to fulfill the demand for healthy and active-lifestyle food products. In December 2013, Nikkei News reported that the healthy foods and supplements market in Japan grew to an incredible \$14.7 billion in 2012. Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing. **Benefits of Participating in this activity:** • Meet one-on-one with pre-qualified retail and food service buyers in Japan • Promote your products to buyers from the healthy food and supplement market • Gain information about importer/buyer needs and preferences **MEETING SCHEDULE:**

- Denver, CO July 7 - 8, 2014
- Honolulu, HI July 10 - 11, 2014



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website. **Suitable products include, but are not limited to:** Grains, Nuts, Dairy, Noni, Plant extracts, Vegetable and plant oils, Flavorings, Gluten-free, Beverages, Dried fruits, Sauces, Snacks, Healthy & Natural foods

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Organic

Produce Retail Products