

INBOUND MISSION

2012 EUROPE: SEAFOOD INBOUND MISSION

Monday, Jul 30 - Saturday, Aug 4, 2012

Registration: Wednesday, Jun 20 - Friday, Jul 27, 2012

Anchorage, Petersburg, Sitka, AK and Seattle, WA | 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:

- **Europe Seafood Inbound Mission** - AK & WA (July 30 - Aug. 4, 2012)

This will be an excellent opportunity for companies to participate in the growing European Market. The European Union is not only the world's largest regional market, now representing over 500 million people, it is the largest consumer of seafood in the world. The visiting buyers were pre-qualified at the Brussels Seafood show and through a prominent UK seafood firm. They will be present during the height of this year's harvest season and are looking for new suppliers. These are key decision makers for their companies from the United Kingdom, Iceland, Sweden, and Russia. They represent the following companies: Anova, Icelandic UK, Ahold/ICA Sverige and ROK, respectively. This market imports in excess of \$10 billion of seafood products annually. Per capita consumption is approaching 50 lbs. per year. Sales of U.S. West coast seafood has grown steadily over the last five years, and according to Euromonitor Reports, was over \$464 million FOB in 2011, an increase of 25% from 2010. The U.S. is the currently third largest supplier of fish to the European Union.

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Wild Salmon – pink, chum, and sockeye. Halibut or Pollock, Ikura (salmon caviar) Pacific Cod – H & G

INDUSTRY FOCUS

Seafood

