

INBOUND MISSION

2014 MEXICO: FRESH PRODUCE INBOUND BUYING MISSION

Monday, Jul 14 - Friday, Jul 18, 2014
Registration: Friday, May 9 - Monday, Jul 7, 2014
California, Washington | United States of America

EVENT DETAILS

WUSATA® and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

- **Mexico "Fresh Produce" Inbound Buying Mission**
Central Valley California (Fresno Area) July 14-15
Yakima, Washington July 17-18, 2014.

This will be an excellent opportunity for Western U.S. companies interested in the Mexican markets to meet one-on-one with qualified buyers of fresh produce. "U.S. exports of agricultural products to Mexico totaled \$18.1 billion in 2013, the 3rd largest of U.S. Ag export markets. In 2013, GDP growth was 1.5% and gains of 3.5% are forecasted for 2014. U.S. purchases 78% of Mexico's exports, and accounts for nearly 50% of Mexico's total imports. Since the North American Free Trade Agreement, (NAFTA), Mexico has become one of the largest and fastest growing markets for U.S. agricultural products. Mexico will continue to be a growth market that represents one of the best opportunities in the world for U.S. exporters of food products." A delegation of importers and retail buyers from the market will travel to California and Washington for meetings and facility tours. Companies are encouraged to take advantage of this opportunity to network and establish contacts with key buyers from the region. Meeting times are limited and are offered on a first-come, first served basis. WUSATA encourages companies to register early. **IMPORTANT NOTE:** This Mexico Inbound Mission will be held in conjunction with a CENTRAL AMERICA Inbound Mission. To register and meet with Central America buyers as well, please "click" on the link below. **Benefits from participating in the activity:** 1) Meet one-on-one with pre-qualified buyers, importers, and distributors from Mexico. 2) Showcase your products and gain insights into buyers' needs and preferences. 3) Expand your foreign market sales in Mexico. Note: Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.



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 WUSATA® website. **Suitable products include, but are not limited to:** Fresh fruits such as apples, apricots, plums, peaches, nectarines, cherries, grapes and berries, as well as other specialty fruit products

INDUSTRY FOCUS

Produce