

INBOUND MISSION

2012 JAPAN: FRESH PRODUCE INBOUND MISSION

Thursday, Oct 25 - Sunday, Oct 28, 2012

Registration: Tuesday, Sep 11 - Saturday, Oct 20, 2012

Seattle Oct. 25, Anaheim (PMA Trade Show) Oct. 27 - 28 | 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 Fresh Produce Inbound Buying Mission to: WASHINGTON, Oct. 25 and CALIFORNIA, Oct. 27 - 28 (PMA Trade Show).**

This will be an excellent opportunity for companies to participate in Japan's growing fresh produce market. A delegation of importers and retail buyers will travel to Washington and California for meetings in Seattle and also at the PMA trade show in Anaheim. The delegation will be comprised of importers and retailers from Japan. Companies can network and establish contacts with these key buyers at various meetings scheduled in both cities. Benefits from participating in the activity include: • Meet one-on-one with pre-screened, importers and retail buyers from Japan looking for high quality fresh US produce items • Showcase your products, and discuss how they can fit into the purchasing plans for these companies • Gain information about importer/buyer needs and preferences

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: Fresh Fruits and Vegetables, Nectarines, Cherries, Grapes, Berries, Broccoli, Onions

INDUSTRY FOCUS

Natural/Health

Organic

Produce

