

INBOUND MISSION

2015 JAPAN: HEALTHY FOODS/INGREDIENTS INBOUND TRADE MISSION

Monday, Jul 6 - Friday, Jul 10, 2015
Registration: Wednesday, Apr 1 - Tuesday, Jun 30, 2015
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 Trade Mission

Denver, CO: July 6-7 Honolulu, HI: July 9-10

Benefits of participating include:

- Meet one-on-one with pre-qualified retail and food service buyers in Japan
- Promote products to buyers from the healthy food and supplement market
- Gain information about importer/buyer needs and preferences

Japan buyers are looking to source unique, high quality, healthy, specialty, functional foods and ingredients for the retail and food service sectors. Japan is the second largest export market for WUSATA, representing over \$3 billion in exports in 2014 for the region's core products, including fruits, nuts, preserved food, beverages, baked goods, spices, teas, and coffee. Participants from U.S. companies will be able to forge relationships with potential customers and trading partners, interact with host government officials, and gather market intelligence that will help them develop strategies to start or expand sales in these key markets.

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, noni, plant extracts, vegetable and plant oils, flavorings, beverages, dried fruits, sauces, snacks, and healthy, natural and organic foods, and more.

INDUSTRY FOCUS

Food Service Products

Natural/Health

Organic

Produce

Retail Products

