

## WUSATA SEMINARS

# CALIFORNIA FUNDMATCH CONSULTATIONS

Tuesday, Aug 25 - Thursday, Aug 27, 2026  
Registration: Monday, Dec 8, 2025 - Friday, Aug 28, 2026  
California | United States of America

**REGISTER NOW!**

<https://wusata2.avibe-stag.com/e/X2LUA0J>

## EVENT DETAILS

**August 25–27, 2026 | Los Angeles • Imperial Valley • San Diego**

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular FundMatch Roadshow back to California — and this time, **we're coming to you!**

Join us for an exclusive **on-site 1:1 FundMatch consultation** at your place of business, where WUSATA specialists will come directly to you to help you access **50% cost reimbursement (up to \$750,000 per year)** for international marketing activities — including travel costs for international trade shows and trade missions, advertising, in-store demos, label and packaging modifications, and more.

During this personalized visit, WUSATA specialists will walk you through the international marketing activities available to you and show you exactly how to use FundMatch to promote and grow your brand in global markets.

Presented by WUSATA, in partnership with the California Department of Food and Agriculture (CDFA).

Led by **Senior Engagement Executive Hayden Romig** and **Lucas Farrar, Trade & Marketing Coordinator at CDFA**, your on-site session includes:

- Hands-on assistance completing your **FundMatch application**
- A deep dive into **FundMatch international marketing activities** and how to leverage them to grow your brand outside the USA, including:
  - Travel costs for international trade shows and trade missions
  - Advertising and digital marketing
  - In-store demonstrations
  - Label and packaging modifications
  - And more
- A walk-through of how to **use the FundMatch program** and maximize your reimbursements
- A personalized review of your marketing plans, product lineup, and international growth objectives

Don't have a WUSATA account? Sign up here to register — Select Attending Webinar/Seminar for the Quick Basic Sign-Up!



## INDUSTRY FOCUS

|                              |                       |                    |
|------------------------------|-----------------------|--------------------|
| Consumer Oriented            | Food Service Products | Ingredient         |
| Livestock Feed and Nutrition | Natural/Health        | Nursery            |
| Nutraceutical                | Organic               | Produce            |
|                              | Pet Food and Products |                    |
| Retail Products              | Seafood               | Specialty Beverage |