

WUSATA SEMINARS

FUNDMATCH CONSULTATIONS — HUMBOLDT COUNTY, CA

Tuesday, Jul 28, 2026
Registration: Friday, May 29 - Monday, Jul 6, 2026
Arcata, CA | United States of America

REGISTER NOW!

<https://wusata2.avibe-stag.com/e/AOFTCQ7>

EVENT DETAILS

About This Event

The Western U.S. Agricultural Trade Association (WUSATA) is coming to Humboldt County for an exclusive in-person event designed for small and medium-sized food and agricultural businesses ready to expand into international markets.

Join us for a personalized one-on-one consultation to learn how WUSATA's FundMatch Program can help you access **50% cost reimbursement up to \$750,000 per year** for a wide range of international marketing activities, and get tailored guidance on how to start putting those funds to work for your brand.

What You'll Cover

Your consultation includes:

- An overview of WUSATA's Trade Mission activities and how to participate
- An introduction to the FundMatch Program, including eligible activities such as:
 - Travel costs for international trade shows and trade missions
 - Domestic trade shows with significant international buyer attendance (Expo West, Winter Fancy Food Show, Summer Fancy Food Show, IDDBA, and more)
 - Advertising and digital marketing
 - In-store demonstrations, promotional events, etc.
 - Label and packaging modifications
 - And more
- How to enroll, apply, and maximize your reimbursements

Venue: TBD (Coming Soon)

New to WUSATA?

Create a free account before attending. Sign up at wusata.org/mywusata select "Attending Webinar/Seminar" for the Quick Basic Sign-Up.

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



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	