

VIRTUAL TRADE EVENT

LATIN AMERICA VIRTUAL TRADE MISSION SERIES

Thursday, Aug 27 - Thursday, Sep 17, 2020
Registration: Tuesday, Jul 21 - Friday, Aug 14, 2020 | 12:00 PM
Virtual Mission | Colombia | South America

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

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Latin America Virtual Trade Mission Series
Consumer Oriented Buyers ~ August 27, 2020
Specialty Beverage Buyers ~ September 3, 2020
Seafood Buyers ~ September 10, 2020
Produce Buyers ~ September 17, 2020

This will be an excellent opportunity for companies to continue to connect and learn more about the large and growing markets of Latin America.

WUSATA will recruit 6-8 companies per sector to meet virtually with pre-qualified buyers from throughout Latin America to discuss virtually the opportunity to export. Companies will meet one-on-one with a custom slate of importers, distributors, retailers, and restaurant/hotel purchasing decision makers. These meetings are a unique opportunity to speak directly with buyers and discuss consumer preferences, trends in the marketplace, and even volume and pricing.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers in your sector
- Promote and showcase your products while learning buyer preferences
- Learn more about some of Latin America's markets, regulations, and how to locate the best buyer for your product
- Share your insight with buyers on the quality and availability of Western U.S. products

Event Dates:

August 27, 2020 - 1:1 Meetings with Consumer Oriented/Retail buyers

September 3, 2020 - 1:1 Meetings with Specialty Beverage Buyers

September 10, 2020 - 1:1 Meetings with Seafood Buyers

September 17, 2020 - 1:1 Meetings with Produce Buyers

Participation Fee: \$25 per company, per sector

REGISTRATION DEADLINE: August 14, 2020

Please register for a spot in your specific sector only (Consumer Oriented/Retail, Specialty Beverages, Seafood, or Produce)

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373



PRODUCT DESCRIPTION

Suitable products include, but are not limited to:

Consumer Oriented/Retail: Consumer Ready Products, Specialty Foods, Food Service Products, Snack Foods, Health Foods, Packaged and Branded Grains, Non-Alcoholic Beverages and Meat.

Specialty Beverages: Alcoholic beverages and hospitality food items, to include hard cider, craft beer, wine, spirits, mixers, and beverage ingredients/garnishes.

Seafood: Salmon, crab, cod, halibut, tuna, flounder/sole, pollock, whiting/hake, rock fish, sable fish/black cod, shrimp, and sardines.

Produce: Fresh fruits and vegetables

INDUSTRY FOCUS

Food Service Products Produce Retail Products Seafood
Specialty Beverage

Note: Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.