

INBOUND MISSION

2012 JAPAN: HEALTHY FOOD & INGREDIENTS INBOUND MISSION

Monday, Oct 15 - Friday, Oct 19, 2012
Registration: Monday, Jun 11 - Sunday, Sep 2, 2012
Colorado Oct. 15-16 AND Hawaii Oct. 18-19 | 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 to: COLORADO, Oct.15 - 16 and HAWAII, Oct. 18 - 19.**

This will be an excellent opportunity for companies to participate in Japan's growing healthy foods & ingredients market. From 2009 to 2011, industry reported an increase of 23% in U.S. exports of edible fruits & nuts to Japan. The "better-for-you" beverage industry has grown by 24%, and U.S. dairy exports to Japan have increased by more than 50%. Benefits from participating in the activity include:

- meet with buyers interested in sourcing high quality, healthy, specialty and ethnic foods, beverages, and ingredients for the Japan retail & foodservice sector
- promote products to a market that imported \$15.1 billion from the U.S. in 2011
- promote your products to a market that has consistently been ranked as the #3 importer of agricultural exports from the U.S.

PRODUCT DESCRIPTION

Suitable products include but are not limited to: grains, nuts, dairy, noni, plant extracts, vegetable & plant oils, flavorings, gluten-free, beverages etc. 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.

INDUSTRY FOCUS

Ingredient

