

## INBOUND MISSION

# 2016 CANADA INBOUND TRADE MISSION TO OR/WA

Monday, Oct 17 - Thursday, Oct 20, 2016

Registration: Thursday, Aug 11 - Thursday, Oct 13, 2016

OR/WA | North 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, which is brought to you by the USDA's Foreign Agricultural Service:

**Canada Inbound Trade Mission to Oregon and Washington ~ October 17-21, 2016**

This is an opportunity to meet buyers from Canada, our country's largest trading partner.

Canada's growing population and changing demographics influence the types of products they are seeking. The food and beverage trends of the US are similar in Canada. This provides a great opportunity for suppliers of new and popular products.

With similar preferences for organic, gluten-free and healthy products along with close geographic proximity, this is an important opportunity for US food and beverage companies.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers from Canada, primarily Western Canada
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information direct from the source
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers personally
- Identify new buyers for your product, or re-connect personally with existing clients



## PRODUCT DESCRIPTION

**Suitable Products include but not limited to:** Retail and consumer products. Specialty, gluten-free, natural, organic and healthy foods will be an especially good match.

### INDUSTRY FOCUS

Natural/Health

Organic

Retail Products