

INBOUND MISSION

2013 JAPAN: HEALTHY FOODS & INGREDIENTS INBOUND MISSION

Monday, Jul 8 - Friday, Jul 12, 2013

Registration: Monday, Apr 22 - Friday, Jun 21, 2013

Colorado, Hawaii | 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 Mission: July 8 - 12, 2013** Benefits of Participating in this activity: • Meet on-on-one with pre-qualified buyers from Japan sourcing unique, high-quality, healthy, specialty, functional foods and ingredients • Promote your retail and food service products to buyers seeking to fulfill increasing demand for healthy and active-lifestyle food products • Learn the needs and preferences of the importers and distributors • Promote your products to a market that has consistently ranked #3 for U.S. agricultural exports This will be an excellent opportunity for companies to participate in the growing Japan healthy foods and ingredients market. Japan buyers are looking to source unique, high quality, healthy, specialty, functional foods and ingredients for the retail and food service sectors. In 2012, Japan was the largest export market for western states exports of preserved food and meats. Japan was also the second largest markets for fruits, nuts, vegetables, beverages, baking items and fish and seafood. For current and new to export companies, Japan offers significant export potential. MEETING SCHEDULE:

- Denver, CO July 8th - 9th
- Honolulu, HI July 11th - 12th



PRODUCT DESCRIPTION

Suitable products include but are not limited to:

Grains, Nuts, Dairy, Noni, Plant extracts, Vegetable and plant oils, Flavorings, Gluten-free, Soft Drinks, Dried fruits, Sauces, Snacks, Healthy & Natural foods

INDUSTRY FOCUS

Food Service Products

Ingredient

Natural/Health

Organic

Retail Products