

# Changing How U.S. Agricultural Companies Connect with International Markets



Products of the U.S.A.

The Western U.S. Agricultural Trade Association (WUSATA®) provides opportunities for international buyers to connect directly with producers of quality-driven food and agriculture products from the Western region.

The expert team at WUSATA delivers premier services that engage the global marketplace on multiple levels.

WUSATA facilitates over 10,000 buyer-to-seller introductions annually through domestic and international activities including trade shows, buying missions, trade leads and access to in-country representatives.

Representing over a thousand brands, WUSATA efforts result in hundreds of distributorships and over \$400 million in annual reported sales.

## Top Exported Western U.S. Agricultural Product Categories

- Seafood
- Consumer-ready foods
- Fruits
- Beverages
- Vegetables
- Value-added wood products
- Food-based nutritional supplements
- Nursery products
- Food ingredients



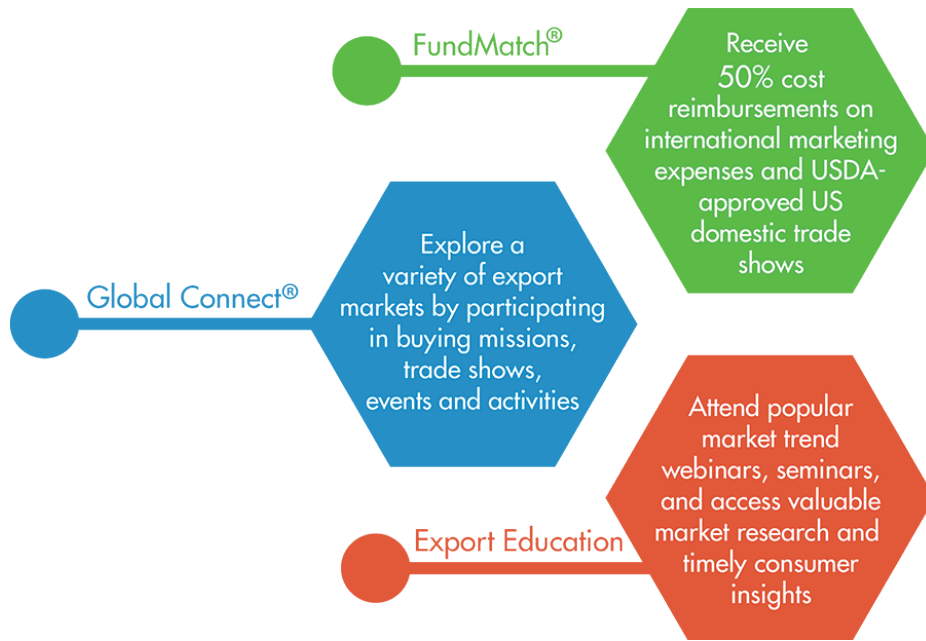
## Target Markets

- Africa
- Canada
- Central America
- China
- European Union
- India
- Japan
- Korea
- Mexico
- Middle East
- Russia
- South America
- Southeast Asia
- Taiwan



Learn more at WUSATA's Media Room: [www.wusata.org/insights/media](http://www.wusata.org/insights/media)

# WUSATA: Learn, Connect and Compete



Each year, WUSATA delivers services to over a thousand U.S. suppliers through three primary program tracks: Global Connect, FundMatch, and Export Education. Eligible companies\* are encouraged to participate in all programs to maximize the benefits.

A tailored website provides resources, tools and training at no cost to registered suppliers, including popular market intelligence webinars and trade leads from pre-qualified buyers.

*\* Western food and agricultural businesses must meet U.S. origin product and company eligibility. To learn more about how to qualify to WUSATA's programs and services, visit [www.wusata.org](http://www.wusata.org).*

## About WUSATA

WUSATA is a non-profit trade association that connects Western U.S. suppliers with international buyers. WUSATA's members are the 13 Western and America Samoa U.S. State Departments of Agriculture.



## Top Product Sectors

- Consumer-ready 80%
- Ingredients 11%
- Seafood 6%
- Nursery 3%

WUSATA's FundMatch Program assisted 245 participants in 2019. Companies participating in the 50% matching funds program enjoy on average 95:1 return on investment.

In addition, Global Connect and FundMatch combined enabled participating companies to reach \$585 million in reported sales.

Let us connect you. Visit WUSATA's press room to schedule an interview with WUSATA's experts, find additional background, data, multimedia and more:



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