



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
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Hawaii Dept. of Agriculture

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*Nevada Committee on
Economic Development*

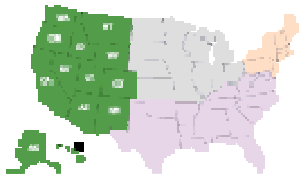
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Korea Foodservice Inbound Buying Mission

Meetings in WASHINGTON – March 29 – 30, 2010

Meetings in IDAHO – March 31 – April 1, 2010

Benefits from participating in the activity:

- Meet with five foodservice buyers from the Korean HRI (hotel, restaurant and institutional) sector
- Buyers have a huge variety of product interests – call for details
- Korea is the third largest market in Asia and imported nearly \$4 billion in food and beverages from the US last year
- Koreans spend about half their total food budget on eating out, increasingly in Western-style venues.

The Idaho and Washington State Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Korea Foodservice Inbound Buying Mission

March 29 – 30 = Washington

March 31 – April 1 = Idaho

This will be an excellent opportunity for companies to participate in the growing Korean market.

Suitable products include, but are not limited to:

Foodservice Products	Processed Fruits & Vegetables	Sauces, Snacks Beverages
Bakery Products	Dairy Products	Specialty items and much more

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

For more information, please call:

Meetings in Washington – March 29 – 30: DAVID MUDD:
(360) 902-2164 or dmudd@agr.wa.gov

Meetings in Idaho – March 31 – April 1: AMANDA ALBERS:
(208) 332-8678 or amanda.albers@agri.idaho.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by:

March 24, 2010



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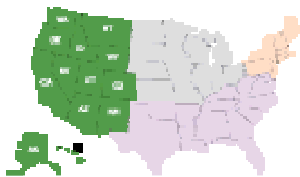
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Activity Registration Form

Korea HRI Inbound Buying Mission
Washington: March 29 – 30, 2010
Idaho: March 31 – April 1, 2010

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: () _____ Fax: () _____
E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

There is no cost for participation in this activity, but appointments are limited so register today!

Please check your meeting location of choice:

_____ Meetings in Washington: March 29 – 30, 2010
David Mudd (360) 902-2164 or dmudd@agr.wa.gov

_____ Meetings in Idaho: March 31 – April 1, 2010
Amanda Albers (208) 332-8678 or amanda.albers@agri.idaho.gov

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: March 24, 2010

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____