



4601 NE 77<sup>th</sup> Ave, Ste 240  
Vancouver, WA 98662 USA  
[www.wusata.org](http://www.wusata.org)

**STATE MEMBERS:**

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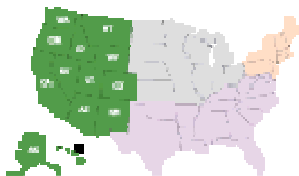
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*Oregon Dept. of Agriculture*

*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](mailto:ann@wusata.org) for further details. Phone: (360) 693-3373.

## Mexico Consumer Oriented Retail Inbound Mission

September 7 - 10, 2010  
Activities in California and Colorado

Benefits from participating in the activity:

- Meet one-on-one with prequalified buyers from Mexico looking for high quality US products
- Gain information about importer/buyer needs and preferences
- Expand foreign market sales into Mexico

The California Department of Food & Agriculture and the Colorado Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

### Mexico Consumer Oriented Retail Inbound Trade Mission

September 7 - 8, 2010 California

September 9-10, 2010 Colorado

As a result of NAFTA, Mexico has become a priority market for U.S. for agricultural products. It is projected that in 2010, Mexico will increase imports of U.S. agricultural products by 7% of which 4.5% will be from packaged foods.

This will be an excellent opportunity for companies to participate in the growing Mexican market. Participating companies are encouraged to be export ready, bring samples and product list, and be prepared to discuss pricing

Suitable products include, but are not limited to:

- ✓ Retail grocery items
- ✓ Dried fruits and nuts
- ✓ Canned goods
- ✓ Specialty products
- ✓ Snacks, beverages
- ✓ Dairy products

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

For additional information please contact:

Alicia Rios  
Center for International Trade  
Development  
Tel: (559) 324-6401  
Email: [alicia.rios@scccd.edu](mailto:alicia.rios@scccd.edu)

Dawn Velásquez de Pérez  
Colorado Department of Agriculture  
Phone: (303) 239-4123  
Email: [dawn.velasquez@ag.state.co.us](mailto:dawn.velasquez@ag.state.co.us)

If you are interested in registering for this activity, please complete and return the attached reservation form by: **August 31, 2010**



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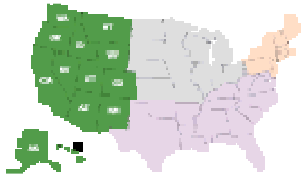
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# Activity Registration Form

Mexico Consumer Oriented Retail Inbound Trade Mission  
September 7 - 10, 2010  
California & Colorado

## COMPANY INFORMATION:

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

## PRODUCT INFORMATION:

**Product Description:** \_\_\_\_\_  
\_\_\_\_\_

## ACTIVITY INFORMATION:

Meeting opportunities will be available at the following locations.  
**(Check one location)**

**California – Alicia Rios (559) 324-6401**

- Los Angeles, CA September 7, 2010
- San Francisco, CA September 8, 2010

**Colorado – Dawn Velásquez (303) 239-4123**

- Denver, CO September 9, 2010
- Denver, CO September 10, 2010

**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: **August 31, 2010**

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

**PAYMENT INFORMATION:** *There is no cost to participate in this activity!*

**Authorized Signature:** \_\_\_\_\_  
**Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_