



**WUSATA**  
Western U.S. Agricultural Trade Association

## **Dried Fruit & Nut Inbound Trade Missions from Europe and Korea to California and New Mexico December 5-9, 2016**

**\*\*REVISED California dates\*\***

Meet with buyers from two rapidly-growing consumer markets at the Inbound Trade Missions! The Trade Missions are sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

The European market is the world's largest importer for agricultural commodities and food. In 2015, the economies of EU countries' combined GDP was approximately \$16.23 trillion USD, which is not far behind the U.S. Due to their sustainable industry focuses of bakery, breakfast, snack and natural products, the EU is one of the largest importers for most dried fruits and nuts.

In 2015, Korea's imported sales reached \$6.6 billion USD in just one year. In the first three months of 2015, Korea's imported sales grew rapidly to \$110 million USD worth of dried fruit and nuts directly from U.S. exports. The consumer-oriented industry is growing steadily, and the U.S. continues to be Korea's top supplier for agricultural products.

Both markets have a thriving need for dried fruit and nut products, making these beneficial Inbound Trade Missions to attend!

**Register now on our  
events calendar!**

### **Benefits of participation:**

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers from across Europe and Korea
- Identify new buyers for your product, or re-connect personally with existing clients

### **Proposed Itinerary:**

- December 5 - 6 - Tucson, AZ. and Las Cruces, NM.
- December 7 - Fresno, CA.
- December 8 - 9 - Sacramento, CA.

**Cost:** This is a complimentary activity

**Registration Deadline:** November 30, 2016

**Suitable Products include but not limited to:** Dried Fruits and Nuts.

**WUSATA:**

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