



WUSATA

Western U.S. Agricultural Trade Association

Inbound Consumer Food Trade Mission from China to visit California and Oregon July 11-16, 2016

Meet buyers from the rapidly expanding and strong Chinese market during this Inbound Trade Mission. The Trade Mission is sponsored by the Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture.

Imported food markets have grown in China by an average annual growth of 17.6% from 2005-2015. China's market for imported food has grown by 4.3 times over the past 10 years, growing to 48 billion USD worth of food products.

US food exporting to China has become diverse in nature with the ease of consumer purchasing. Consumers demand quality, imported foods and the expanding channels to get the products to consumers create growth in exporting sales.

The opportunity to meet buyers in the Chinese markets will be an opportunity you do not want to miss.

Benefits of Inbound Trade Mission Participation:

- Meeting one-on-one with pre-qualified buyers
- Showcasing your products and learning firsthand about opportunities and buyer preferences
- Connecting with buyers in the rapidly growing Chinese market without leaving the Western US

**Register now on our
events calendar!**



Proposed Itinerary:

- July 11 – Los Angeles, California
- July 12 – San Francisco, California
- July 13 – Sacramento, California
- July 14-16 – Portland, Oregon

Participation Fee: There is no charge for this event

Registration Deadline: July 1, 2016

Suitable Products include but not limited to: Frozen and dried fruits, processed vegetables, snack foods, nuts, health foods, seafood and beverages will be an especially good match.

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