

Press Release



Just Announced: WUSATA Awarded \$6.2M in AFTPP Funding

April 21, 2026 | Vancouver, WA

The Western United States Agricultural Trade Association (WUSATA) is pleased to announce it has been awarded \$6,200,000 through the U.S. Department of Agriculture Foreign Agricultural Service America First Trade Promotion Program.

This funding will advance shared priorities of expanding exports, strengthening American agriculture and creating new economic opportunities for U.S. producers, processors, and agribusinesses across the Western United States. Through targeted trade promotion activities, WUSATA will help connect U.S. companies with qualified international buyers, increase demand for American-grown products, and open new pathways for long-term export growth.

The award will support strategic initiatives designed to deliver measurable returns for U.S. agriculture, including export education, buyer engagement programs, international trade shows, trade missions, market intelligence, and promotional campaigns focused on high-potential markets. These efforts will help Western U.S. companies compete globally while reinforcing the reputation of the United States as a trusted supplier of safe, innovative, and high-quality food and agricultural products.

Through the AFTPP investment, WUSATA will:

- Expand market access opportunities for U.S. agricultural exporters.
- Increase participation in international trade shows and buyer missions that generate sales leads and business relationships.
- Deliver market intelligence and export assistance to help companies succeed overseas.
- Support small and medium-sized agribusinesses in diversifying exports and reaching new customers.
- Strengthen demand for products grown, raised, and produced in the Western United States.

WUSATA is grateful to USDA FAS for its continued partnership and commitment to American agriculture. This investment will help businesses increase exports, grow rural and regional economies, support jobs throughout the agricultural supply chain, and ensure U.S. producers remain competitive in the global marketplace.

By leveraging these funds, WUSATA will continue driving export growth, expanding opportunities for Western agribusinesses, and advancing the success of American agriculture worldwide.

For more information about WUSATA and its export development programs, please visit our website.

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