

🔗 About WUSATA



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WUSATA® is changing the way international buyers connect with food and agricultural companies in the Western U.S. The non-profit organization exists to develop, grow and create access to export markets for Western U.S. food and agriculture products. WUSATA works closely with a global network that includes its in-country trade representatives, Agricultural Trade Offices (ATOs) and its Members (the 13 Western and America Samoa U.S. State Departments of Agriculture). WUSATA's team of experts deliver programs and services that produce measurable and significant results for international buyers and U.S. companies.

🔗 Programs

The opportunities available in the global marketplace continue to expand. For the international buying community, WUSATA offers tailored services and trade activities to connect international buyers with U.S. suppliers. Services available to buyers include coordinated business meetings at international trade shows and trade missions. Other services are access to an online trade lead system and WUSATA's in-country representatives, which help buyers source quality American food products the west has built its reputation on.

Participation

- 🔗 WUSATA's programs are popular among food and agricultural businesses who want to grow their international presence. Western food and agricultural companies are prepared and ready to meet market specifications.

International buyers appreciate that WUSATA is an established organization with in-depth knowledge of local market needs and expectations. WUSATA facilitates nearly 10,000 buyer-supplier introductions each year.

WUSATA international buyer services deliver:

- **Trade show participation**
- **U.S. supplier and Buyer introductions**
- **Inbound and outbound trade missions**
- **Opportunities to source products through trade leads**

🔗 Initiatives

When opportunities arise, WUSATA participates in global market development initiatives. This includes collaborating with USDA's ATOs and other international industry cooperatives and projects.

WUSATA Background

Founded

1980



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Market Development/State Regional Trade Groups

Market development programs, such as those delivered by WUSATA®, help tip the competitive balance in favor of American food and agriculture products by creating access to an ever-growing number of international buyers. WUSATA® continually evaluates and evolves its services to meet the needs of today's Western U.S. agricultural producers.

WUSATA® is one of four non-profit State Regional Trade Groups (SRTG) that promote the export of U.S. food and agricultural products. The groups, Food Export Midwest, WUSATA®, Food Export Northeast and the Southern U.S. Trade Association, were created in the early 1980s as a cooperative effort between the State Departments of Agriculture and the United States Department of Agriculture's Foreign Agricultural Service (FAS) to facilitate trade between local U.S. food companies and international buyers.

Funding

WUSATA® is funded by the Market Access Program (MAP). Each year, WUSATA® applies for funding through a detailed application process that outlines programs and services as well as performance measures for the coming program year with the purpose and end goal to support companies with their export efforts.

Member States

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and American Samoa

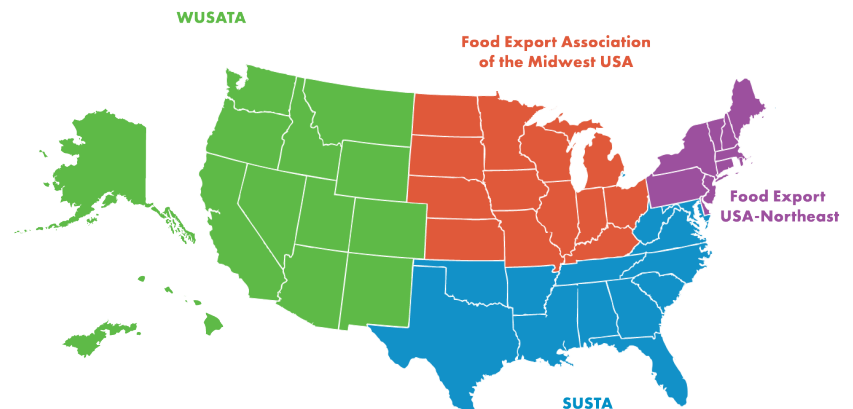
Leadership

Andy Anderson, Executive Director

Tricia Stein, Chief of Staff

Chloé Moesch, FundMatch Manager

Johanna Herron, Global Connect Manager



Governance

WUSATA's board of directors is comprised of the commissioners of agriculture from each of the organization's 13 Member States. The volunteer directors are the highest appointees for agriculture in their state, appointed by each state's governor.

Although WUSATA's Members and directors are represented by government agencies, WUSATA® itself is an independent non-profit trade association.

Headquarters

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For more information, visit www.wusata.org.

WUSATA® 2019 Program Facts



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2019 WUSATA® Overview

- WUSATA® facilitated 16,660 buyer-to-seller introductions
- 840 distributorships were established by WUSATA®
- WUSATA® facilitated 41 trade missions (11 outbound, 22 inbound, 8 pavilions at trade shows)
- Approximately 110 international buyers came to the U.S. on inbound trade missions

2019 WUSATA® Participant Results

- WUSATA® companies reported total agricultural export sales over \$585 million
- 500 U.S. food and agricultural businesses participated in WUSATA® programs
- 65 small companies reported increased sales above 20%
- Companies participating in the 50% matching funds program enjoyed a 95:1 return on investment

U.S. Agricultural Exports*

- U.S. agricultural exports were \$136.7 billion in FY 2019

WUSATA's most popular International Trade Shows

- Gulfood
- SIAL Paris/ ANUGA (shows alternate biennial years)
- SIAL China
- HOFEX/ Food & Hotel Asia (shows alternate biennial years)

Top five markets reached by WUSATA® participating companies

- Korea
- Canada
- Middle East
- Europe
- ASEAN

Top Industries represented by WUSATA® participating companies

- Consumer-ready 80%
- Ingredients 11%
- Seafood 6%
- Nursery 3%

**Data Source: Compiled by Economic Research Service, USDA, using data from the U.S. Department of Commerce, U.S. Census Bureau*

WUSATA Blurbs

The following plug and play text is ideal for sidebar text, weblinks, and e-content.

10 wds

WUSATA connects western U.S. food and agricultural suppliers with buyers worldwide.

25 wds

WUSATA provides trade services and activities that connect qualified buyers with value-added U.S. food and agricultural businesses seeking access to international markets and distribution channels.

50 wds

WUSATA helps international buyers connect with food and agricultural suppliers in the Western U.S to give consumers around the world access to safe, high-quality products. For businesses that seek to grow their international presence, WUSATA offers programs and services that allow them to learn, connect and compete on a global scale.

75 wds

WUSATA has more than 35 years of experience helping international buyers source high-quality American food and agriculture products. Services available to buyers include: coordinated business meetings at international trade shows and trade missions; access to an online trade lead system; access to in-country WUSATA representatives; and facilitated one-on-one supplier meetings in the U.S. WUSATA also offers a variety of programs and services to help Western U.S. suppliers learn, connect and compete on a global scale.

100 wds

The non-profit Western U.S. Agricultural Trade Association (WUSATA) offers programs and services that help food and agricultural suppliers in 13 Western states learn, connect and compete on a global scale. Working with USDA Agricultural Trade Offices and local market representatives, WUSATA facilitates introductions to international buyers and coordinates trade events and activities that expand global distribution and build business opportunities. For international buyers, WUSATA's services include interpreter assistance at trade shows, online trade leads, access to in-country WUSATA representatives, and facilitated supplier meetings. The benefit to consumers worldwide is increased access to high-quality food and agricultural products from the west.



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