

STATEMENT OF FINANCIAL POSITION — FISCAL YEAR ENDED DECEMBER 31, 2015

ASSETS

Current Assets		
Cash and Cash Equivalents	\$	1,479,802
Investments	\$	1,470,179
Grant Receivable	\$	3,254,416
Accounts Receivable	\$	19,426
Prepaid Expenses	\$	809,633

**TOTAL CURRENT ASSETS** \$ 7,033,456

Term Assets/Fixed Assets

Office Equipment & Furniture	\$	145,041
Accumulated Depreciation	\$	(113,534)
Fixed Assets Net of Depreciation	\$	31,507
Board Designated Investment - Compliance Reserve	\$	1,500,000

**TOTAL ASSETS** \$ 8,564,963

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$	4,000,948
Accrued Expenses	\$	27,940
Customer Deposits (Pre-Payments)	\$	937,503
Other Current Liabilities	\$	-

**TOTAL CURRENT LIABILITIES** \$ 4,966,391

NET ASSETS

Fund Balance (Unrestricted)	\$	2,035,708
Fraud Reserve (Designated)	\$	1,500,000
Excess Revenues over Expenditures	\$	63,305

**TOTAL NET ASSETS** \$ 3,599,014

**TOTAL LIABILITIES & ASSETS** \$ 8,565,404

STATEMENT OF ACTIVITIES — FISCAL YEAR ENDED DECEMBER 31, 2015

	Program Management	Programs	Total Programs	Management & General	Total
<b>UNRESTRICTED REVENUE</b>					
MAP Resources		\$ 8,272,186	\$ 8,272,186	\$ 850,000	\$ 9,122,186
EMP Resources		-	\$ -		\$ -
State Fees & Dues	\$ 57,094		\$ 57,094		\$ 57,094
Global Connect State Fund	\$ 13,000		\$ 13,000		\$ 13,000
FundMatch Fees & Dues	\$ 573,401		\$ 573,401		\$ 573,401
Industry Funds	\$ 1,041,915		\$ 1,041,915		\$ 1,041,915
Investment Income	\$ 42,500		\$ 42,500		\$ 42,500
Miscellaneous Income	\$ 18,580		\$ 18,580		\$ 18,580
<b>TOTAL REVENUE</b>	<b>\$ 1,746,490</b>	<b>\$ 8,272,186</b>	<b>\$ 10,018,676</b>	<b>\$ 850,000</b>	<b>\$ 10,868,676</b>
<b>UNRESTRICTED EXPENSES</b>					
MAP Activity Payments		\$ 7,652,181	\$ 7,652,181		\$ 7,652,181
EMP Activity Payments		-	\$ -		\$ -
USGLE/USAEDC Dues	\$ 18,259		\$ 18,259		\$ 18,259
Trade Show		\$ 620,005	\$ 620,005		\$ 620,005
Payroll/Payroll Taxes	\$ 458,915		\$ 458,915	\$ 547,731	\$ 1,006,646
Employee Benefits	\$ 114,037		\$ 114,037	97,935	\$ 211,971
Office Rent	\$ 75,387		\$ 75,387	\$ 71,421	\$ 146,808
Professional Fees	\$ 116,532		\$ 116,532		\$ 116,532
Office	\$ 98,783		\$ 98,783	\$ 132,914	\$ 231,697
Industry Fund	\$ 741,905		\$ 741,905		\$ 741,905
Federal Audit Fees	\$ 38,157		\$ 38,157		\$ 38,157
Miscellaneous	\$ 21,210		\$ 21,210		\$ 21,210
<b>TOTAL EXPENSES FROM OPERATIONS</b>	<b>\$ 1,683,185</b>	<b>\$ 8,272,186</b>	<b>\$ 9,955,371</b>	<b>\$ 850,000</b>	<b>\$ 10,805,371</b>
Loss Contingency			\$ -		\$ -
Total Unrestricted Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Change in Net Assets	\$ 63,305	\$ 0	\$ 63,305	\$ (0)	\$ 63,305
Assets Beginning of Year	\$ 3,535,708	\$ -	\$ 3,535,708	\$ -	\$ 3,535,708
Assets End of Year	\$ 3,599,014	\$ 0	\$ 3,599,014	\$ (0)	\$ 3,599,014

The Western United States Agricultural Trade Association (WUSATA) is a non-profit organization funded through the USDA's Market Access Program (MAP). We specialize in helping agribusinesses based in the western United States explore, enter, and expand into the global marketplace. Our mission is to promote and support U.S. food and agricultural products through a range of international marketing programs and trade activities.

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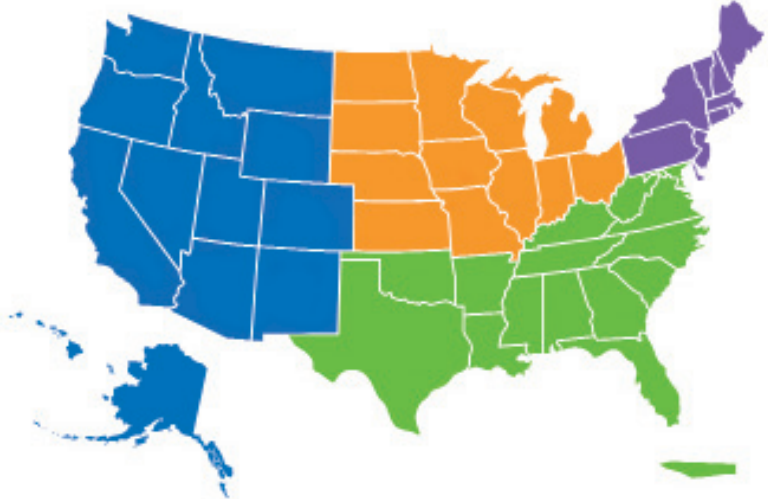
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WUSATA is one of four State Regional Trade Groups (SRTG) in the U.S.



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WUSATA.ORG

# WUSATA

FISCAL YEAR ENDED DECEMBER 31, 2015

FY2015 Annual Report

WESTERN UNITED STATES AGRICULTURAL TRADE ASSOCIATION





# WUSATA

## A Message from Board President, Jim Barbee and Executive Director, Andy Anderson

This past year was an exceptional time as western companies continued to strengthen export sales while WUSATA's outreach efforts led to increased exporting participation. With strong focus and coordination between WUSATA and our member states, 90 companies made their first time export sales in 2015. In addition, WUSATA was able to assist 623 companies and maintain a steady return on investment of 142:1 for FundMatch directly. By all accounts, 2015 was an accomplished year for international food and agricultural companies.

Closer to home, WUSATA enhanced its overall outlook on educational and outreach efforts by implementing a new responsive and user-friendly website. With WUSATA's continuing improvement, connecting with potential customers and current members has increased effective communication and given many businesses the opportunity to learn more about WUSATA's programs efficiently. As a member, I can say WUSATA continues to exceed my expectations every year by educating companies on the exporting process and giving them plentiful opportunities to expand worldwide.

Looking ahead we expect to see a continuing increase in the number of agribusinesses taking advantage of WUSATA's programs, especially in rural communities. The WUSATA team is excited to assist companies in building markets for their products around the globe. Andy and I would like to thank the state members for their hard work and dedication throughout the year. We look forward to another gratifying year with your continued support.



Jim Barbee  
President  
WUSATA Board of Directors



Andy Anderson  
WUSATA Executive Director

## WUSATA BOARD MEMBERS

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Jim Barbee, Director  
Nevada Department of  
Agriculture

### Vice-President

Jeff Witte, Director/Secretary  
New Mexico Department of  
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Agriculture and Food

Derek Sandison, Director  
Washington State Department  
of Agriculture

Doug Miyamoto, Director  
Wyoming Department of  
Agriculture

# 2015 PROGRAMS & RESULTS



## Learn

- Education of Benefits & Opportunities of Exporting
- Early Market & Consumer Report Insights
- Webinars
- Seminars
- Research Center - Additional Online Resources



## Connect

- Global Connect Program
- Opportunities to Explore a Wide Range of Markets
- Technical & Logistical Support
- Interpreters
- Introductions to Qualified Buyers
- Discounted Buying Missions & International Trade Shows



## Compete

- FundMatch Program
- Reimbursement of 50% for Eligible Activities

"Due to WUSATA's efforts we got the opportunity to establish ourselves and to launch our brand. It meant everything to us to have WUSATA's enthusiastic support, someone working side by side with us from the very start to help us open new markets. We consider WUSATA to be a silent partner who is in business with us to provide expertise on exporting opportunities. As an international exporter, the success of our business depends on the diversity, skills, and associations with organizations such as WUSATA, USDA - coming together for mutual benefit."



- Amstur

"Once a U.S. Company and brand are established in a new market, everyone wants that brand. The potential for growth is very good." Tinervia says he "would not change anything" in his partnership with WUSATA, and is looking forward to participating in WUSATA Trade Missions in 2016.



-F&A Dairy Products



"I have been able to increase staff, negotiate better contracts, make better deals and have a bigger customer base due to WUSATA. Without WUSATA, I wouldn't be doing business."



-Sun Grape Marketing

**Export Sales from  
All Activities  
\$745 million**