

Changing How U.S. Agricultural Companies Connect with International Markets



Products of the U.S.A.

The Western U.S. Agricultural Trade Association (WUSATA®) provides opportunities for international buyers to connect directly with producers of quality-driven food and agriculture products from the Western region.

The expert team at WUSATA delivers premier services that engage the global marketplace on multiple levels.

WUSATA facilitates over 10,000 buyer-to-seller introductions annually through domestic and international activities including trade shows, buying missions, trade leads and access to in-country representatives.

Representing over a thousand brands, WUSATA efforts result in hundreds of distributorships and over \$400 million in annual reported sales.

Top Exported Western U.S. Agricultural Product Categories

- Seafood
- Consumer-ready foods
- Fruits
- Beverages
- Vegetables
- Value-added wood products
- Food-based nutritional supplements
- Nursery products
- Food ingredients

41

WUSATA trade activities held in 2019

500

U.S. exporters participating in 2019

16,660

Buyer-to-seller introductions made in 2019

\$585

Million Western U.S. exports in 2019

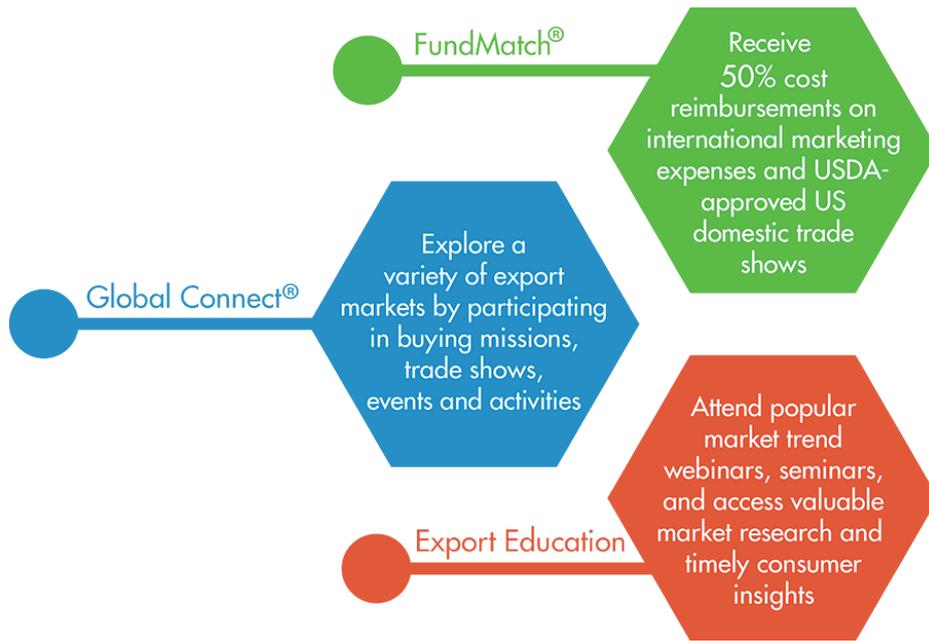
Target Markets

Africa
Canada
Central America
China
European Union
India
Japan
Korea
Mexico
Middle East
Russia
South America
Southeast Asia
Taiwan



Learn more at WUSATA's Media Room: www.wusata.org/insights/media

WUSATA: Learn, Connect and Compete



Each year, WUSATA delivers services to over a thousand U.S. suppliers through three primary program tracks: Global Connect, FundMatch, and Export Education. Eligible companies* are encouraged to participate in all programs to maximize the benefits.

A tailored website provides resources, tools and training at no cost to registered suppliers, including popular market intelligence webinars and trade leads from pre-qualified buyers.

** Western food and agricultural businesses must meet U.S. origin product and company eligibility. To learn more about how to qualify to WUSATA's programs and services, visit www.wusata.org.*

About WUSATA

WUSATA is a non-profit trade association that connects Western U.S. suppliers with international buyers. WUSATA's members are the 13 Western and America Samoa U.S. State Departments of Agriculture.



Top Product Sectors

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

WUSATA's FundMatch Program assisted 245 participants in 2019. Companies participating in the 50% matching funds program enjoy on average 95:1 return on investment.

In addition, Global Connect and FundMatch combined enabled participating companies to reach \$585 million in reported sales.

Let us connect you. Visit WUSATA's press room to schedule an interview with WUSATA's experts, find additional background, data, multimedia and more:



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