

## About WUSATA

WUSATA® is changing the way food and agricultural companies in the Western U.S. connect with the international marketplace. The non-profit organization exists to develop, grow and create access to export markets for food and agriculture products from the Western United States. Working closely with its Members, the 13 Western State Departments of Agriculture, WUSATA's team of experts produce measurable and significant results for companies that participate in one or more of its popular programs.

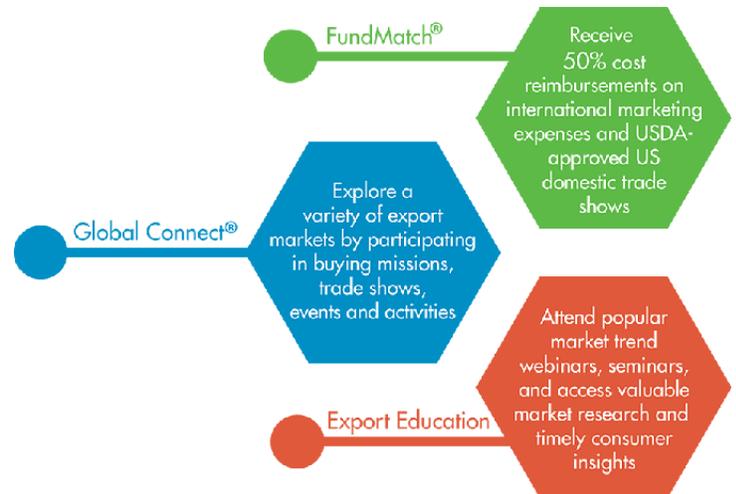


Products of the U.S.A.

## Programs

The opportunities available through exporting continue to expand. WUSATA's core programs (**Global Connect**, **FundMatch**, and **Export Education**) are to help companies at varying stages of experience grow and thrive through the promotion of their products in international markets. The programs naturally intersect with each other, encouraging companies at all stages of the growth cycle to maximize their benefits by simultaneously participating in one or more programs or activities.

WUSATA® services and programs are provided at discounted, no or low rates, allowing participating companies to maximize their return on investment.



## Participation

WUSATA's programs are popular among food and agricultural businesses who want to grow their international presence. Western food and agricultural companies must meet program eligibility requirements to participate.

## WUSATA Pillars and Website

WUSATA® delivers programs and services that allow western U.S. agribusinesses to **Learn**, **Connect**, and **Compete** in the export market. Our programs bring results to companies at every stage of the exporting cycle. We are proud to help agribusinesses meet the rising global demand for U.S. exports of high-quality food and agricultural products.

WUSATA® has made it a priority to continually improve the website for participating companies. The website offers informational videos, user-friendly interface, and constant enhancements to ensure we provide the best quality of service, such as implementing more online based forms, and add-on functions to maximize the users experience.

Check out our website today at [www.wusata.org](http://www.wusata.org).

# WUSATA Background



## Founded

1980

## 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.

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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

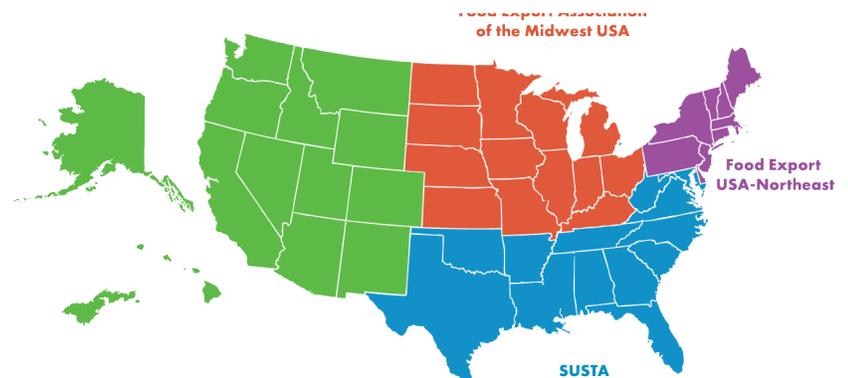
## Leadership

**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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Vancouver, WA 98662

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For more information, visit [www.wusata.org](http://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 \$137 billion in FY 2018~~
- ~~U.S. agricultural trade efforts have exceeded an incredible \$703 billion over the past five years~~
- ~~2018 included an agricultural trade surplus of \$15.8 billion~~

## 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.



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## 10 words

WUSATA® connects western U.S. food and agricultural suppliers with international markets.

## 25 words

Exporting opens vast opportunities for U.S. food and agricultural companies. WUSATA® offers expertise and low-cost resources and programs that make international marketing a reality.

## 50 words

WUSATA® creates economic opportunities by providing a network of resources that connect U.S. food and agricultural suppliers with international markets. Through education, marketing promotion programs, and detailed market intelligence, suppliers based in the western U.S. can explore one or more international markets with reduced risk and strong return on investment.

## 75 words

U.S. food and agricultural exports continue to increase steadily, providing numerous opportunities for small to medium agribusiness suppliers based in the 13 western states to expand their distribution and grow their brand internationally. WUSATA® offers a variety of intersecting programs and services such as online trade leads, in-country expert assistance, international market intelligence, one-on-one consultations, and targeted education about international trade shows to help western U.S. suppliers learn, connect, and compete on a global scale.

## 100 words

In an economy that continues to challenge some small businesses, food and agriculture exports remain a bright spot with great opportunity. Increased access to markets eager for U.S. food products is enticing a growing number of companies to export. WUSATA® programs and services help 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 that help expand distribution. For international buyers, trade show interpreter assistance, online trade leads, and facilitated supplier meetings are also part of WUSATA's services.