

# WUSATA® 2019 Program Facts



Products of the U.S.A.

## 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*