

WUSATA® 2017 Program Facts



Products of the U.S.A.

2017 WUSATA® Overview

- WUSATA® facilitated 18,143 buyer-to-seller introductions
- 1,221 distributorships were established by WUSATA®
- WUSATA® facilitated 44 trade missions (10 outbound, 24 inbound, 10 pavilions at trade shows)
- Approximately 122 international buyers came to the U.S. on inbound trade missions

2017 WUSATA® Participant Results

- WUSATA® companies reported total agricultural export sales over \$475 million
- 621 U.S. food and agricultural businesses participated in WUSATA® programs
- 59 small companies reported increased sales above 20%
- Companies participating in the 50% matching funds program enjoy on average a 142:1 return on investment

U.S. Agricultural Exports*

- U.S. agricultural exports were \$134 billion in FY 2017
- U.S. agricultural trade efforts have exceeded an incredible \$696.8 billion over the past five years
- 2017 included an agricultural trade surplus of \$21.5 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

- SE Asia
- Europe
- China
- Mexico
- Canada and Japan

Top Industries represented by WUSATA®-participating companies

- Consumer-ready 68%
- Produce 14%
- Ingredients 11%
- Seafood/Other 1%

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