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WUSATA Leads High-Profile Mission to Vietnam, April 4-8, 2016 with Western State Directors of Agriculture

HO CHI MINH CITY, Vietnam – The Western United States Agricultural Trade Association (WUSATA) and the 13 Western State Departments of Agriculture are leading a high-profile Board of Directors Mission to Vietnam April 4-8, 2016, to expand export opportunities for western United States food and agricultural companies and products. While in Hanoi earlier this week, the WUSATA delegation met with the Ministries of Agriculture and Trade to discuss the Trans-Pacific Partnership (TPP) and promote expanded trade and cooperation between their states and Vietnam.

“Vietnam is one of the countries involved in the TPP, and represents a rapidly growing market for high-value U.S. agricultural products. Western U.S. agricultural and food companies are eager to enter or expand the Vietnamese export market through the help of the TPP, and our Board of Directors are traveling to Vietnam to begin the work needed to make that happen,” says Andy Anderson, WUSATA’s Executive Director.

The TPP will help eliminate or reduce tariffs and other barriers that raise the cost to consumers of many U.S. food and beverage products, which have a strong reputation for quality and safety in Vietnam. Exports of U.S. agricultural and related products to Vietnam grew from \$1.5 billion in 2010 to \$2.6 billion in 2015. Implementation of the TPP is anticipated to greatly boost Vietnam’s economic prosperity and reduce barriers to trade, which should help expand export opportunities to the market, the United States’ 11th largest overall in 2015.

“There is strong demand for high-quality, made-in-the-USA food and agricultural products in Vietnam,” said Jim Barbee, director of Nevada’s Department of Agriculture and WUSATA’s president. “Now is a great time for western U.S. companies – especially small- or medium-sized ones – to either start or expand their exports there.” To help with those efforts, in conjunction with the Board of Directors Mission, WUSATA is hosting an Outbound Trade Mission with 13 western U.S. companies and other trade organizations showcasing their products to buyers and importers in Vietnam. The entire delegation is also touring various retail, wholesale, and port facilities.

For more information, contact WUSATA at janet@wusata.org.

About WUSATA:

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the 13 western state departments of agriculture. WUSATA receives funding from the USDA’s Market Access Program (MAP) and has a mission to support and assist members and agribusinesses in these states to develop and enhance international markets for U.S. food and agricultural products. Visit www.wusata.org for more information.

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