

# WUSATA® 2018 Program Facts



Products of the U.S.A.

## 2018 WUSATA® Overview

- WUSATA® facilitated 16,902 buyer-to-seller introductions
- 806 distributorships were established by WUSATA®
- WUSATA® facilitated 33 trade missions (8 outbound, 18 inbound, 7 pavilions at trade shows)
- Approximately 96 international buyers came to the U.S. on inbound trade missions

## 2018 WUSATA® Participant Results

- WUSATA® companies reported total agricultural export sales over \$432 million
- 533 U.S. food and agricultural businesses participated in WUSATA® programs
- 67 small companies reported increased sales above 20%
- Companies participating in the 50% matching funds program enjoyed a 67:1 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

- China
- Europe
- Japan
- SE Asia
- Korea

## Top Industries represented by WUSATA® participating companies

- Consumer-ready 86%
- Ingredients 10%
- Feed & Forage/Other 4%

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