

WUSATA SEMINARS

UTAH GOES GLOBAL: EXPORTING RESOURCES FOR THE WEST

Friday, Nov 14, 2025 | 8:00 AM - 3:00 PM
Registration: Monday, Sep 1 - Thursday, Nov 13, 2025
Taylorsville, UT | United States of America

https://www.wusata.org/e/B17SO83

EVENT DETAILS

Utah Goes Global: Exporting Resources for the West

Presented by WUSATA, in partnership with the **Utah Department of Agriculture, Utah's Own and World Trade Center Utah**

November 14th, 2025 | Taylorsville, UT

8:00 am - 3:00pm (Lunch Provided)

Registration Closes: November 11th, 2025

This comprehensive export workshop brings together Utah's leading trade and agricultural organizations to help access funding and resources for international growth. **The Western U.S. Agricultural Trade Association (WUSATA)**, in conjunction with **Utah's Own**, **the Utah Department of Agriculture and Food**, **World Trade Center Utah**, **the U.S. Commercial Service**, and **the University of Utah**, will deliver expert guidance and resources to accelerate your international growth.

- Learn how to access up to **50% cost reimbursement** (up to **$300,000/year**) for your eligible international marketing activities
- Discover ways to utilize State and Federal funding opportunities
- Access dedicated resources available for trade shows, packaging, advertising, and more.

WUSATA and other trade specialists will be present to assist and build tailored strategies that combine expert insight with available resources. This event is designed for Utah's food producers, agricultural businesses, and manufacturers at any stage of their export journey. Whether you're exploring international opportunities for the first time or looking to accelerate existing operations, you'll leave with actionable insights, clear next steps, and connections to critical resources.

Led by **Justin Riggs**, Engagement Executive - Western United States Agricultural Trade Association.

Schedule

8:00 am - Doors Open

8:30 am - Coffee / Tea & Networking

9:00 am - Opening remarks and introductions

9:15 am - University of Utah - Context and Trends in the Utah Economy

Peter Philips Ph.D., University of Utah - Labor Economist and Professor of Economics

9:45 am - Utah's Own - Program Overview

Emily Ashby, Utah Department of Agriculture and Food - Program Manager

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Livestock Feed and Nutrition** **Natural/Health** **Organic** **Pet Food and Products** **Retail Products** **Specialty Beverage**

ADDITIONAL INFORMATION

Venue

Taylorsville State Offices, 4315 South 2700 West, TSOB, Floor 1, Taylorsville, Utah, 84129, United States of America

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

10:15 am - U.S. Commercial Service - How the U.S. Government Can Help You Go Global

Daniel Bruner, International Trade Specialist - Commercial Service Utah

10:45 am - Break

11:00 am - World Trade Center Utah - Your Journey to Exporting

Anna Maidon, World Trade Center Utah - Director of Grants and Engagement

11:30 am - Utah Department of Agriculture - Utah Agricultural Programs

Mitchell Garrett, Utah Department of Agriculture and Food - Marketing Specialist & Administrative Assistant

11:45 am - Western United States Agricultural Trade Association Program Overview

Justin Riggs, WUSATA - Engagement Executive

12:00 pm - Lunch & Networking

12:30 pm - Business consultations

3:00 pm– End

Other Benefits of Joining:

- A personalized discussion of your marketing plans, product information, and international marketing strategies.
- A detailed walkthrough of the FundMatch Program, covering:
    - Eligibility and enrollment
    - Application process
    - Claims, documentation, and reimbursement timelines
    - Examples of eligible international marketing activities companies leverage for growth

Seats are limited – Reserve your spot today!

Don't have a WUSATA account? **Sign up here to register**

Additional Links:

Utah's Own - https://utahsown.org/

Utah Department of Agriculture and Food - https://ag.utah.gov/

World Trade Center Utah - https://www.wtcutah.com/