WUSATA SEMINARS

NORTHERN CALIFORNIA FUNDMATCH WORKSHOP & ROADSHOW

Tuesday, Sep 23 - Thursday, Sep 25, 2025
Registration: Tuesday, Jul 15 - Thursday, Sep 25, 2025
Northern California | United States of America | North America

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

EVENT DETAILS

Combine strategy and funding to maximize your export success!

September 23–25, 2025 | Oakland • Salinas • Fresno

Event Hours: 10:00 AM - 4:00 PM

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to Northern California! Learn how to unlock **50% cost reimbursement** (up to **$300,000/year**) for your international marketing efforts including trade shows, packaging, digital advertising, and more. Work directly with export consultants and WUSATA specialists to build a tailored strategy that combines expert insight with FundMatch resources to elevate your global reach and accelerate business growth. **Presented by WUSATA**, in partnership with the **California Department of Food and Agriculture (CDFA)**

Locations & Dates - Specific dates and venues for each city will be announced soon

FundMatch Deep Dive & Personalized Meeting

Led by Senior Engagement Executive **Hayden Romig**, this session includes:

- 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

Export Consultant Presentation & Expert Consultations

Led by **Chelsea Hamati**, Senior Advisor, TradeMoves LLC:

- "Managing Global Trade Disruptions: Tools/Strategies for Success" Presentation
- Limited one-on-one consultations with export specialists
- Guidance on navigating trade barriers and tariffs
- Support with budgeting, documentation, and market entry tactics

And other industry partner presentations & meetings to come! Stay tuned.

September 23 - Oakland (OCC Conference Center; Paramount Room)

September 24 - Salinas (Monterey County Farm Bureau)

September 25 - Fresno (Courtyard by Mariott Fresno Clovis)

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Livestock Feed and Nutrition | Natural/Health | Nursery | Nutraceutical | Organic | Produce | Pet Food and Products | Retail Products | Seafood | Specialty Beverage

Registration

$25 per person (Lunch Included) Seats are limited

Don't have a WUSATA account? **Sign up here to register** Select Attending Webinar/Seminar for the Quick Basic Sign-Up!

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