INBOUND MISSION

KOREA DRIED FRUIT & NUT INBOUND TO NM & CA

Monday, Dec 7 - Saturday, Dec 12, 2026
Registration: Friday, Jun 12 - Tuesday, Dec 1, 2026
New Mexico, California | United States of America

https://www.wusata.org/e/C46E4NL

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

Korea Dried Fruit and Nut Inbound to New Mexico & California

December 6-12, 2026

Las Cruces, New Mexico

Sacramento & Fresno, California

Participating companies will have the opportunity to have site visits or direct B2B meetings with qualified buyers or show off your facility.

For California companies, this activity will be conducted in conjunction with the Africa Dried Fruit and Nut Inbound meeting, please sign up for both activities.

Buyers will be participating in site visits in both states, and 1 on 1 meeting sessions with participating suppliers in California. Please reach out to your respective project manager if interested.

Benefits of Participation:

- Connect Directly with 5+ buyers from Korea through targeted 1 on 1 business meetings and site visits.
- Build relationships with new customers and strengthen existing customer relationships, assess market opportunities for your products, and gain valuable insights from qualified buyers actively seeking Western U.S. product.

Itinerary:

- 12/6/2026: Buyers Arrive New Mexico
- 12/7/2026: Day 1 New Mexico
- 12/8/2026: Day 2 New Mexico / Fly to CA
- 12/9/2026: Meetings / Site Visits Sacramento
- 12/10/2026: Almond Conference attendance
- 12/11/2026: Meetings / Site Visits Fresno

Participation Fee: $75

Passes Available:

- 15 Passes: 12/9/2026: Meetings / Site Visits Sacramento
- 15 Passes: 12/11/2026: Meetings / Site Visits Fresno

INDUSTRY FOCUS

Food Service Products | Ingredient | Organic | Produce

BUYER AUDIENCE

Korea, Republic of

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