

## INBOUND MISSION

# 2014 CENTRAL AMERICA: FRESH PRODUCE INBOUND BUYING MISSION

Monday, Jul 14 - Friday, Jul 18, 2014

Registration: Friday, May 9 - Tuesday, Jul 8, 2014

📍 California, Washington | United States of America

## EVENT DETAILS

WUSATA® and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

- Central America "Fresh Produce" Inbound Buying Mission Central Valley California (Fresno Area) July 14-15 Yakima, Washington July 17-18, 2014.

This will be an excellent opportunity for Western U.S. companies interested in the Central America market to meet one-on-one with qualified buyers of fresh produce. The Central America market continues to grow while remaining one of the best opportunities in the world for U.S. exporters of food products. The U.S. - Dominican Republic-Central America-United States Free Trade Agreement (CAFTA-DR) has been a catalyst for growing U.S. agricultural exports. The CAFTA-DR region is a top 10 market for U.S. agricultural products. More significantly, export growth rate in this region exceeds the growth rate of top export markets such as Canada, Mexico and China! A delegation of importers and retail buyers from the market will travel to California and Washington for meetings and facility tours. Companies are encouraged to take advantage of this opportunity to network and establish contacts with key buyers from the region. Meeting times are limited and are offered on a first-come, first served basis. WUSATA encourages companies to register early. **IMPORTANT NOTE:** This Central America Inbound Mission will be held in conjunction with a MEXICO Inbound Mission. To register and meet with Mexico buyers as well, please "click" on the link below. Benefits from participating in the activity: 1) Meet one-on-one with pre-qualified buyers, importers, and distributors from Central America 2) Showcase your products and gain insights into buyers' needs and preferences 3) Expand your foreign market sales in Central America Note: Participating companies are encouraged to be export ready, bring samples and product lists, and be prepared to discuss pricing.



## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the WUSATA® website. Suitable products include, but are not limited to: Fresh fruits such as apples, apricots, plums, peaches, nectarines, cherries, grapes and berries, as well as other specialty fruit products

## INDUSTRY FOCUS

Produce