INBOUND MISSION

CANCELED: CONSUMER ORIENTED INBOUND TO OR & UT

Tuesday, Jun 10 - Thursday, Jun 12, 2025
Registration: Tuesday, Mar 18 - Thursday, Apr 17, 2025
Utah & Oregon | Canada

https://www.wusata.org/e/1MKWOST

EVENT DETAILS

Canada Consumer-Oriented Inbound to Oregon and Utah

Canada is the number one export market for U.S. food and agricultural products, encompassing a diverse range of products such as prepared foods, baked goods, cereals, pasta, processed vegetables, fruits, snack foods, and beverages. This robust trade relationship is characterized by significant purchasing power and evolving consumer preferences that influence North American food trends. Canadian consumers are increasingly focused on healthy eating, seeking products that promote wellness and nutrition.

Would you like to explore selling private label products? In 2022, private label brands accounted for nearly 19% of food retail sales in Canada. This sector remains a growth opportunity for retailers, focusing on providing premium private label choices that combine value and innovation.

Participants in our program will have the exclusive opportunity to connect directly with pre-vetted buyers and importers from Canada. To optimize your experience, please select the session that best fits your schedule and refrain from signing up for multiple sessions, as the same buyers will be present at each.

Benefits of Participation:

- Connect with pre-qualified importers and buyers representing Canada
- Assess how your product fits into the marketplace and evaluate the competitive landscape by engaging with retail and wholesale buyers including those actively sourcing for private label.
- Gather up-to-date market intelligence, consumer preferences, and trend information directly from the source.
- Identify new buyers for your product & explore opportunities to tailor offerings for private label

Itinerary:

June 10 - 9am to 12pm - Tabletop Meetings in Portland

June 10 - 1pm to 5pm –Site Visits in Portland

June 11 - Travel from Portland to Salt Lake City, Utah

June 12 - 9am to 12pm - Tabletop Meetings in Salt Lake City

June 12 - 1pm to 5pm - Site Visits in Salt Lake City

Registration Opens: 03/17/2025

Suitable Products:

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, N/A Beverages, canned fruits, baked goods, healthy & natural products, cereal, tea, bakery products, pasta, confectioneries.

Registration Details:

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, N/A Beverages, canned fruits, baked goods, healthy & natural products, cereal, tea, bakery products, pasta, confectioneries.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada

Deadline: May 05, 2025

Participation Fee: $50

Passes Available: 15 per day

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