

WEBINARS

INDIGENOUS ORIGINS, GLOBAL REACH: PROMOTING NATIVE AMERICAN PRODUCTS

Wednesday, Nov 12, 2025 | 10:00 AM - 11:00 AM
Registration: Friday, Oct 17 - Wednesday, Nov 12, 2025
Riverside | United States of America

https://www.wusata.org/e/XCM32IT

EVENT DETAILS

This seminar is designed for Western U.S. exporters, particularly Native American growers, producers, processors, and food marketers, who are seeking to introduce or expand their products in international markets. The session will provide a practical overview of global consumer and regulatory expectations, with a focus on authenticity, sustainability, and food safety. Participants will learn how to meet export standards and certifications; leverage cultural heritage, storytelling, and product origin as unique competitive advantages; and identify when specialized certifications can strengthen market access. The seminar will also explore strategies for working with international buyers and distributors, navigating cultural and regulatory differences, and protecting brand integrity in competitive global markets. A featured case study will highlight lessons from a successful Native-owned exporter sharing their story abroad. Attendees will leave with actionable steps to prepare their supply chains, ensure compliance, and position Native American products for long-term success worldwide.

Detailed Webinar Overview:

1. Welcome & Objectives

- Overview of Native American products in the U.S. food landscape.
- Why authenticity, heritage, and sustainability resonate with international consumers.

2. Market Drivers & Global Consumer Trends

- Growing global demand for authentic and origin-driven foods.
- Premium positioning of products tied to heritage, story, and sustainability.
- Opportunities in categories such as grains, pulses, wild rice, bison, honey, herbal teas, and specialty foods.

3. Certifications, Standards, & Labeling

- U.S. food safety and quality certifications required for exports.
- Voluntary certifications (organic, fair trade, sustainability labels) to enhance credibility abroad.
- Importance of clear origin labeling and storytelling.

4. Building a Global Brand: Storytelling & Heritage

- Best practices for sharing the story of Native American products in a respectful, compelling way.
- Balancing cultural authenticity with commercial positioning.
- Case examples of successful Native-owned brands in global markets.

5. Export Readiness & Supply Chain

- Logistics and compliance requirements for international shipments.
- Ensuring consistency, traceability, and proper documentation.
- Working with brokers, distributors, and specialty importers.

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

6. Case Study: Success Story from a Native-Owned Exporter

- Real-world lessons on market entry, branding, and distribution abroad.

7. Q&A

- Interactive Q&A

Learning Outcomes:

- Understand international consumer trends driving demand for authentic, sustainable, and origin-based food and beverage products.
- Identify key export requirements including certifications, labeling, and documentation for global market entry.
- Leverage cultural heritage and storytelling as competitive advantages while maintaining authenticity and respect.
- Evaluate when specialized certifications (e.g., organic, fair trade, sustainability labels) are needed to strengthen market access.
- Prepare supply chains for export readiness by ensuring consistency, quality control, and compliance with international regulations.
- Develop effective strategies for working with global buyers and distributors, including navigating cultural and regulatory differences.

Apply lessons from a Native-owned exporter case study to build resilient and successful market entry strategies.

The meeting link will be sent to registered companies the day before the meeting via email

Presented by Bryant Christie Inc.,