WUSATA SEMINARS

CALIFORNIA FUNDMATCH SEMINARS

Tuesday, Mar 24 - Thursday, Mar 26, 2026
Registration: Friday, Dec 5, 2025 - Friday, Mar 27, 2026
California | United States of America

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

EVENT DETAILS

March 24–26, 2026 | Oakland • Fresno • San Diego
9:30 AM - 12 PM

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to California! Join us to learn how to unlock **50% cost reimbursement (up to $300,000 per year)** for your international marketing efforts & including trade shows, packaging, digital advertising, and more.

Presented by WUSATA, in partnership with the California Department of Food and Agriculture (CDFA).

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

- A personalized discussion of your marketing plans, product details, and international growth strategy
- A step-by-step overview of the FundMatch Program, including:
  - Eligibility and enrollment
  - Application process
  - Claims, documentation, and reimbursement timelines
  - Examples of eligible international marketing activities companies use to expand globally
- Additional industry partner presentations and meetings to be announced & stay tuned!

Roadshow Dates & Locations

- **March 24 – Oakland (Venue Change: Now at Oakland City Center Parkway Room. 500 12th St. STE 105)**
- **March 25 – Fresno (Herndon Campus, 390 W. Fir. Ave., Bldg. B. Room 301, Clovis CA 93611)**
- **March 26 – San Diego/Escondido (SD Farm Bureau; 420 S. Broadway Ste. 200 Escondido, California)**

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

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**