

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's (CDFA) Lucas Farrar.

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**

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