PROMOTION

2024 RECIPE DEVELOPMENT AND INGREDIENT DEMONSTRATION AT IFIA TRADESHOW

Monday, May 20 - Friday, May 24, 2024
Registration: Tuesday, Mar 26 - Thursday, Apr 4, 2024
Tokyo Japan | Japan | East Asia

https://www.wusata.org/e/L6MAP4A

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 Recipe Development and Ingredient Demonstration at IFIA Trade Show
Tokyo, Japan
May 22 - 24, 2024

With Japanese consumers heavily shifting towards functional, healthy and nutritious foods, opportunities for the functional food ingredients and additives industry are greater than ever. This activity will incorporate an ingredient recipe development and promotion via demonstration at IFIA (International Food and Additives Exhibition & Trade show) in Tokyo, Japan, the largest event covering food ingredients, additives and the functional food sector. With a science-based focus of the show, the IFIA show will bring over 36,000 food manufacturers and food scientists during the three-day show period. The purpose of this activity is to provide an opportunity for WUSATA ingredients suppliers/products to be introduced to buyers in the Japanese ingredients industry.

10 WUSATA companies will have the opportunity to send samples to Japan for recipe development with a partner chef. The recipes will be photographed/recorded to be used to create a pamphlet/video that will be distributed/shown at IFIA, and also included in a digital banner on the IFIA trade show website. Participating WUSATA companies will be promoted within two WUSATA booth spaces, where the chef-created recipes will be sampled out. Stage presentation time slots during the IFIA trade show will also be purchased to have a separate, high-visibility space where the partner chef can speak on the recipes and why WUSATA-supplied product worked well!

Note: Due to the limited number of participants we can accept, registration will be limited to one company per product-type, on a first-come first-served basis. Each company may submit up to two different products. Once you register for the event, please await WUSATA approval for the activity.

Note: No company travel is required. Companies will be responsible for shipping samples to Japan by the end of April for menu development and sampling (shipping guidance will be provided in early April).

Benefits of Participation:
- Extra exposure for your products in Japan
- Recipe development (bakery application) with your products and an in-country partner chef
- Increase awareness with professional industry contacts

Participation Fee: $75

PRODUCT DESCRIPTION

Ingredients for food processing, including but not limited to: dehydrated fruit and vegetable products, dairy powder products, baking mixes, ancient grains, beans, etc.

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Japan

Registration Deadline: April 4, 2024

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