INBOUND MISSION

2022 CANADA CONSUMER ORIENTED INBOUND MISSION TO WINTER FANCY FOOD

Sunday, Feb 6 - Tuesday, Feb 8, 2022
Registration: Thursday, Dec 16, 2021 - Friday, Jan 28, 2022
Las Vegas, NV | Canada | North America

https://www.wusata.org/e/99MJPUC

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2022 Canada Consumer Oriented Inbound Mission to Winter Fancy Food
February 6-8, 2022

Las Vegas Convention Center

One-on-One Business meetings will be conducted at the Winter Fancy Food Show. Pre-show meetings are available for exhibitors (8am-10am).

Benefits of Participation:

- Connect in-person with pre-qualified buyers representing Canada
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail/wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Tentative Itinerary:

- Sunday, February 6, 2022
- Monday, February 7, 2022
- Tuesday, February 8, 2022

Two Meeting Sessions Per Day, 8:00 am -10:00 am & 10:00 am - 12:00 pm PST

Participation Fee: $25

Registration Deadline: January 21, 2022

PRODUCT DESCRIPTION

Suitable Products Include: Consumer Oriented Food Products - sauces, snack foods, condiments, specialty food products, health & natural food products, retail dried fruits/nuts, functional foods and organic.

INDUSTRY FOCUS

Consumer Oriented