

INBOUND MISSION

CANCELED: CANADA SPECIALTY FOOD INBOUND TO CO & ID

Sunday, Oct 19 - Friday, Oct 24, 2025
Registration: Tuesday, Jun 10 - Monday, Jul 28, 2025
Idaho & Colorado | Canada

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

EVENT DETAILS

Canada Specialty Food Inbound to Colorado & Idaho

Are you looking to expand your presence or uncover new opportunities in Canada's consumer packaged food market? This inbound mission brings a select group of 5-7 key Canadian buyers directly to you. You don't have to fly overseas to access international growth!

Join us for a curated opportunity to showcase your Colorado and Idaho made products from snacks and beverages to pantry staples and natural foods. The mission includes personalized one-on-one meetings, exclusive site visits, and immersive experiences in the vibrant food and beverage scenes of Colorado and Idaho. These Canadians aren't just browsers, they're ready to do business.

Canada remains a strong trade partner for the US. In 2024, Colorado exported approximately $465 million worth of goods to Canada, making it the state's #2 export market. In 2024, Idaho exported $521 million worth of products to Canada, making it the states #1 export market. This mission builds on that momentum, offering a pathway for Colorado and Idaho's food and beverage companies to grow with trusted partners just across the border.

Come be a part of keeping Colorado and Idaho on the global map! Whether you're export-ready or exploring international growth, this mission is a chance to make lasting impressions, build relationships, and open doors in one of North America's most accessible and growing markets.

We encourage early registration to secure your spot for this event!

Benefits of Participation:

- **Meet Qualified Canadian Buyers:** Engage in pre-arranged, one-on-one meetings with buyers and distributors from Canada actively seeking new U.S. products.
- **Showcase Your Brand in Your Backyard:** Eliminate the need for international travel, instead, let the Canadian partners experience your products and story right here in Colorado.
- **Build Trade Relationships:** Go beyond introductions and develop lasting partnerships with industry professionals looking for reliable U.S. suppliers.
- **Increase Export Readiness:** Use this mission as an opportunity to test your products in a new market, understand trade logistics, and refine your international business pitch.
- **Real-Time Market Feedback:** Gain valuable insights directly from Canadian buyers on pricing, packaging, product appeal, and what makes a product competitive in their market.
- **Regional Support:** Access state resource and export programs to help you follow up, ship samples, and continue growing your Canada strategy after the inbound mission.
- **Join a Community:** Connect with other local companies navigating the same export journey. Share tips, resources, and strategies that extend

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Canada

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

beyond the mission itself.

Itinerary:

Oct 19- Buyers arrive

Oct 20-21 – Denver, Colorado Meetings, Visits

Oct 22 - Buyers travel to Idaho

Oct 23-24 - Boise, Idaho Meetings, Visits

Oct 25 - Departures

Colorado meetings for the European market will be held at the same time and location - if you're interested in participating in both, you can sign up for the additional market meetings here: https://www.wusata.org/e/R09OETB

Registration Opens: 06/10/2025

Suitable Products:

Shelf-stable food, Specialty food, Health focused / clean label food, Pantry staples

Registration Details:

Deadline: October 10, 2025

Participation Fee: $50

Passes Available: 20 per day