

## INBOUND MISSION

# 2015 CANADA: RETAIL FOODS INBOUND BUYING MISSION TO CO & WY

Monday, Nov 9 - Friday, Nov 13, 2015

Registration: Thursday, Apr 16 - Tuesday, Nov 10, 2015

📍 Colorado & Wyoming | North America

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity:

- **Canada Retail Foods Inbound Buying Mission to CO & WY** Denver, CO ~ Nov. 9-10, 2015 & Jackson Hole, WY ~ Nov. 12-13, 2015

Canada is the largest importer of U.S. prepared and value-added foods. As an export market, Canada's appeal to Western U.S. companies includes its proximity and comparatively low shipment costs. Canada has a business model that closely matches the U.S. and also provides benefits derived from the North America Free Trade Agreement.

As the region's largest export market, Canada offers great potential for expanding or initiating exports of your products. This inbound buying mission will allow you to display your products to key Canadian importers and distributors and learn about your products export potential to Canada.

- **Benefits from participating in the activity:** • Meet one-on-one with pre-screened buyers. • Showcase your products, and gain information about Canadian importer/buyer needs and preferences. • Expand your foreign market sales into Canada.

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier page located on the homepage of the WUSATA® website.

Note: Participating companies are encouraged to be export-ready, bring samples and product lists, and be prepared to discuss pricing.



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** snacks, sauces, beverages, dried fruit and nuts, healthy and organic food and more.

## INDUSTRY FOCUS

Natural/Health

Organic

Retail Products