

## WEBINARS

# WUSATA INFORMATIONAL WEBINAR - IDAHO

Thursday, Aug 20, 2020 | 10:30 AM - 12:00 PM  
Registration: Monday, Jul 27 - Monday, Aug 17, 2020  
Zoom Webinar

<https://www.wusata.org/e/PSS1G28>

## EVENT DETAILS

**WUSATA®** and the **Idaho State Department of Agriculture**, announce participation and registration in the following activity:

**WUSATA Informational Webinar:**  
**Thursday, August 20, 2020 - 10:30AM - 12:00PM MDT via Zoom Webinar**



Exporting is not just for the big guys! WUSATA helps small-medium sized U.S. agribusinesses within the Western United States promote U.S. food and agricultural products around the globe. Our funding is provided by the USDA's Market Access Program (MAP), which is designed help build commercial export markets for U.S. agricultural products. So, whether you are a veteran exporter or new to international trade, join us for a free WUSATA informational webinar in August! We will provide an overview of WUSATA programs and help you learn how to maximize your participation. After the presentation, there will be an opportunity to ask questions of both WUSATA and ISDA.

All agricultural and beverage companies are encouraged to attend. Whether you're already participating in or considering WUSATA's programs - there will be valuable information for you

### WUSATA Highlights:

- **Global Connect:** Explore and expand your export market with Trade Shows and one-on-one meetings with international buyers.
- **FundMatch:** Learn how to get reimbursed 50% of eligible international promotional expenses up to \$300,000. Applications for the 2021 program year open August 1st!
- **Export Education:** Receive valuable market research and information designed to help you reach your exporting goals.

### ISDA Market Development Division Highlights:

- **International Services:** International Trade Offices, Certificates of Free Sale, International Events & Promotions
- **Idaho Preferred Program:** Promotes the production and consumption of Idaho food and agricultural products. Membership required.
- **Resources:** Idaho Agriculture Trade Issues Report, International Services Brochure, Exporting at a Glance Guide and How-To Guide for Exporting, Northwest Commercial Kitchen and Co-Packer List.

**Registration Deadline:** Monday, August 17, 2020



## INDUSTRY FOCUS

Food Service Products		Ingredient	Livestock Feed and	
Nutrition	Natural/Health		Nursery	Nutraceutical
Organic	Produce	Pet Food and Products		Retail
Products	Seafood	Specialty Beverage		

**\*Please note:** The link for the Zoom Webinar will be sent out on Wednesday, August 19, 2020. Watch your e-mail so you don't miss it!