INBOUND MISSION

2023 CHINA FOOD SERVICE & INGREDIENT INBOUND MISSION TO NV/ID

Monday, Jul 17 - Friday, Jul 21, 2023
Registration: Thursday, Jun 1 - Friday, Jul 7, 2023 | 12:00 PM
ID/NV | China | East Asia

https://www.wusata.org/e/CH58N90

EVENT DETAILS

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

2023 China Food Service and Ingredients Inbound Trade Mission to Nevada and Idaho

July 17 - 18 Reno, Nevada & July 20-21 Boise, Idaho

One-on-one and group business meetings with buyers from China will be held in Nevada and Idaho. Additional opportunities will be available for participants to host tours at their farms and processing facilities. This is the first WUSATA opportunity in 3.5 years to connect with Chinese buyers in person in Nevada and Idaho, a crucial part of forming business relationships. American products are seen as reliable to Chinese buyers and are attractive to Chinese consumers.

The Idaho portion of this mission will be hosted in conjunction with buyers from South Korea. Please also register for the Korea activity to take advantage of meeting with ALL buyers at the Idaho stop.

Itinerary:

July 17-18 - Reno, Nevada Meetings

July 20-21 - Boise, Idaho Meetings

Benefits of Participation:

- Meet with six buyers from China in person without leaving Idaho or Nevada.
- Gather current market intelligence, consumer preferences, and trend information about the largest export market of US food and agriculture products.
- Pitch your product and learn about it's feasibility and fit in the marketplace.

Participation Fee: $20

Registration Deadline: July 7th, 2023

PRODUCT DESCRIPTION

Dairy and dairy products (including dairy ingredients, milk, cheese), seafood and seafood products (including whitefish, shellfish, canned or processed seafood), meat and meat products (including beef, poultry), fresh produce (including apples, grapes, citrus, berries), potatoes and potato products, beans, frozen fruits and vegetables, canned fruits and vegetables, dried fruits and vegetables (including berries, prunes, raisins), fruit and vegetable products (including juices, concentrates, extracts, purees, powders), nuts (including hazelnuts, pecans, almonds, walnuts), oils and vinegars (including olive oil, grape seed oil), beverages (including coffee, tea, beverage mixes), alcoholic beverages (including liquors, wine, beer, spirits), certified organic foods and ingredients, wheat and grain products (including flours, cereals), specialty foods, bakery products, prepared foods (including appetizers, frozen meals, snack foods, sauces, condiments, jams, jellies, nut butters), pet food, spices and seasonings, honey, eggs and egg products (including frozen eggs, separated yolks and whites).

INDUSTRY FOCUS

Food Service Products **Ingredient**

BUYER AUDIENCE

China