

INBOUND MISSION

2019 CHINA FOODSERVICE & INGREDIENT INBOUND TRADE MISSION TO ID, OR

Monday, Aug 26 - Thursday, Aug 29, 2019

Registration: Wednesday, May 1 - Monday, Aug 19, 2019 | 12:00 PM

📍 ID, OR | China | East Asia

<https://www.wusata.org/e/PM8KO83>



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, brought to you by the USDA's Foreign Agricultural Service:

China Foodservice and Ingredient Inbound Buying Mission to Idaho and Oregon ~ August 26-29, 2019

The China market represents almost one-fifth of the world's population and remains in the top five agricultural export markets for the United States. Food and agricultural products from the U.S. continue to attract strong attention by Chinese consumers that are interested in high-quality products with trusted food safety protocols of the U.S. The consumption gap between low and high-income earners is narrowing due to urbanization and increased income levels, allowing imported foods to be accessible in both first-tier cities and emerging markets. As China's middle class continues to grow, consumer tastes and lifestyles are increasing the demand for imported agricultural products and processed foods. This reflects the importance of the China market to the U.S. food and agricultural industry and continued interest of American products.

Companies will be able to meet with six pre-qualified foodservice and ingredient buyers (5 from mainland China and 1 from Hong Kong) for table-top meetings and one-on-one visits, or have the option to host the delegation for a site-tour if the schedule allows.

Benefits of Participation:

- Connect with pre-qualified ingredient and foodservice buyers, hand-selected by WUSATA's in-country contractor and interested in finding suppliers from the U.S.
- Evaluate how your product fits in to the marketplace and assess the competitive landscape by personally engaging with various buyers, importers, and distributors
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect with existing clients

Itinerary:

August 26: Boise, ID - One-on-One Meetings

August 27: Boise, ID - One-on-One Meetings

August 28: Portland, OR - One-on-One Meetings

August 29: Portland, OR - One-on-One Meetings

Registration Deadline: August 14, 2019

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Frozen, dried, processed fruit and vegetables; dehydrated or frozen potatoes; onion rings; appetizers; ready to cook products; flours; grains; breadings; cheese, cheese powder, butter, cream, and other dairy ingredients; flavorings and seasonings; sauces; dressing; beverages; snacks; desserts; pork; beef; other foodservice and ingredient products.

INDUSTRY FOCUS

Food Service Products Ingredient