

WEBINARS

SUSTAINABLE, SAFE: SELLING U.S. FOOD TO THE EUROPEAN CONSUMER

Thursday, Nov 13, 2025 | 10:00 AM - 11:00 AM
Registration: Friday, Oct 17 - Thursday, Nov 13, 2025
Riverside | United States of America

https://www.wusata.org/e/VVH12RY

EVENT DETAILS

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are seeking to enter or expand in the European market. The session will provide a practical overview of the expectations of European consumers and regulators, with a focus on sustainability, food safety, and traceability. Attendees will gain insights into how to align products with EU standards, certifications, and labeling requirements; how to position sustainability and origin as competitive advantages; and when specialized certifications are essential for market access. The presentation will also address strategies for working effectively with European buyers, navigating cultural and regulatory differences, and protecting brand integrity in a highly competitive retail landscape. A featured case study will highlight lessons learned from a successful U.S. exporter supplying sustainable food products to Europe. Participants will leave with actionable steps to prepare their supply chains, ensure compliance, and strengthen their readiness to succeed in Europe's premium, regulation-driven market.

Detailed Webinar Overview:

1. Welcome & Objectives

- Welcome & objectives of the seminar
- Why Europe matters: EU as a premium, regulation-driven market
- Key consumer drivers: safety, sustainability, traceability

2. Understanding the European Consumer

- Health-conscious, sustainability-oriented purchasing behavior
- Growing demand for organic, non-GMO, and responsibly sourced products
- EU market trends: plant-based, clean-label, functional foods
- Role of certifications & eco-labels (EU Organic, MSC, ASC, Fairtrade)

3. Regulatory Landscape & Market Entry

- Food Safety Regulations (EU vs. U.S.):
  - EU Food Safety Authority (EFSA) oversight
  - Maximum Residue Levels (MRLs), additives, labeling rules
- Sustainability Regulations:
  - EU Green Deal & Farm-to-Fork Strategy
  - Packaging & plastics directive
- Key Exporter Takeaway: Compliance is non-negotiable; documentation must be airtight

4. Spotlight: U.S. Seafood in the EU Market

- EU demand for seafood: strong, but supply constrained domestically
- Opportunities for U.S. exporters: wild-caught salmon, shellfish, Pacific groundfish

Challenges:

- EU catch documentation & IUU (illegal, unreported, unregulated fishing)

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

rules
- Sustainability certifications (MSC, ASC) often required by retailers
- Traceability systems from catch to consumer

Best Practices:

- Partner with certifiers recognized in EU retail
- Highlight U.S. fisheries' strong sustainability track record (e.g., NOAA-certified fisheries)

5. Building a Competitive Advantage

- Leveraging sustainability stories: farm practices, carbon footprint, water stewardship
- Using third-party certifications (e.g., BRCGS, GlobalG.A.P., MSC) to build trust
- Marketing to EU buyers: emphasize transparency, origin, and quality
- Case studies/examples of successful U.S. exporters

6. Practical Steps for Export Readiness

- Verify compliance with EU regulations (labels, ingredients, claims)
- Align with buyer expectations: sustainability and traceability documentation
- Build logistics & cold chain partnerships familiar with EU import requirements

7. Q&A

- Interactive Q&A

Learning Outcomes:

- Understand European consumer trends and how sustainability, food safety, and traceability influence purchasing decisions.
- Identify key EU regulatory requirements for food and agriculture exports, including labeling, additives, packaging, and sustainability standards.
- Recognize the importance of certifications (e.g., EU Organic, MSC, ASC, BRCGS, GlobalG.A.P.) and when they are required for market access.
- Evaluate opportunities in the European seafood sector, including compliance with IUU (illegal, unreported, unregulated) fishing rules and sustainability certifications.
- Develop strategies to position U.S. products as premium, safe, and sustainable in the EU marketplace.
- Prepare supply chains for export readiness by ensuring ingredient verification, documentation integrity, and logistics compliance.
- Navigate cultural and regulatory differences when working with European buyers and distributors.
- Apply lessons from a case study of a successful U.S. exporter to build resilient and compliant export strategies.

The meeting link will be sent to registered companies the day before the meeting via email

Presented by Bryant Christie Inc.,