INBOUND MISSION

AFRICA DRIED FRUIT & NUT INBOUND MISSION TO OREGON AND CALIFORNIA

Sunday, Dec 6 - Saturday, Dec 12, 2026
Registration: Monday, Jun 29 - Tuesday, Dec 1, 2026
Oregon and California | United States of America | Africa

https://www.wusata.org/e/VOX8UXQ

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

Africa Dried Fruit and Nut Inbound Mission

December 6-12, 2026
Portland, Oregon
Sacramento & Fresno, California

This Inbound Trade Mission will bring dried fruit and nut buyers from Morocco and Egypt to Oregon and California. Morocco is a leading African market for nuts, importing over $200 million in U.S. nuts in 2025. Egypt is one of the top five African markets for dried fruit and nuts. Together, these buyers represent a strong opportunity for Western U.S. businesses.

Participating companies will have the opportunity to take part in direct B2B meetings and/or showcase their facilities to qualified buyers from Egypt and Morocco.

For California companies, this activity will be conducted in conjunction with the Korea Dried Fruit and Nut Inbound meeting. Please sign up for both activities.

Buyers will participate in 1-on-1 meeting sessions with participating suppliers in both states, as well as facility tours as time permits. Please reach out to your respective project manager if you are interested in hosting the delegation for a facility tour.

Benefits of Participation:

- Connect with pre-qualified importers and buyers representing Africa.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging directly with retail and wholesale buyers.
- Gather current market intelligence, consumer preference, and trend information directly from qualified buyers.

Itinerary:

- 12/6/2026: Buyers Arrive Oregon
- 12/7/2026: Day 1 Meetings & Facility Visits in Oregon
- 12/8/2026: Day 2 Oregon Facility Visits / Fly to CA
- 12/9/2026: Meetings / Site Visits Sacramento
- 12/10/2026: Almond Conference Attendance
- 12/11/2026: Meetings / Site Visits Fresno

Participation Fee: $50 in Oregon, $75 in California

PRODUCT DESCRIPTION

Bulk Dried Fruit and Nuts

INDUSTRY FOCUS

Consumer Oriented **Ingredient**

BUYER AUDIENCE

Morocco **Egypt**