

PROMOTION

INGREDIENT KEY ATTRIBUTE AND APPLICATION RESEARCH: VIETNAM & THE PHILIPPINES - MARCH 30 - JUNE

Monday, Mar 30 - Tuesday, Mar 31, 2026
Registration: Monday, Mar 16 - Monday, Mar 30, 2026
Vietnam and Philippines | Vietnam | Southeast Asia

https://www.wusata.org/e/ZGQQI0P

EVENT DETAILS

Ingredient Key Attribute and Application Research

March - June 2026

Vietnam & Philippines

WUSATA has arranged for a culinary center in the Oregon to work with a broad range of ingredients. The culinary center will receive ingredients from participating companies for analysis for key attributes and application information. The goal is to help small and medium sized companies from the Western US gather information to help sell their ingredients to food processors, especially food processors in Southeast Asian countries such as Vietnam & Philippines.

This work will help companies market their ingredients to food processors. It will also lay the groundwork for participation in future ingredient seminars attended by international buyers and meetings with buyers.

Participating companies may have up to 2 ingredients reviewed.

Participating company responsibilities will be:

- Select 1 or 2 ingredients to participate in the project
- Provide a sample of at least 5 pounds of your product to research team (adjustments can be made for products used in lower quantities or perishable products)
- Complete an in-take form for culinary team
- Join kick-off meeting (virtual) for your product(s) with culinary team and Project Manager
- Be available to answer questions from culinary team
- Join final presentation of results meeting (virtual)

If interested, please register now. Space is available for 5 companies to sign up to work with the culinary team in March - June.

Benefits from Participating in the Activity:

- Have up to 2 ingredient products reviewed by culinary experts
- Get analysis of ingredients' key attributes of interest to food processors
- Recommendations on how your ingredients may be used in finished processed food/beverage products
- One-page summary sheet from culinary team to use in marketing
- Up to $1,500 in shipping reimbursement for participating products shipped to potential customer in Vietnam and/or the Philippines.

Itinerary:

- March – Companies register

PRODUCT DESCRIPTION

Ingredients for food processors, such as nut products, pastes, oils, processed fruit products, purees, powders, processed vegetables, ground seeds, seed/nut meal, freeze dried products, baking ingredients, etc.

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Vietnam **Philippines**

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

- April – Companies complete virtual kick off meetings and send samples
- April-May – Culinary team works with your ingredients
- May-June – Wrap-up meetings with culinary team and delivery of information sheets
- June 2026 – June 2027 – Sample shipping costs eligible for $1,500 in reimbursement

Participation Fee: $75

Passes Available: 5 Companies

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