INBOUND MISSION

PRODUCE INBOUND MISSION TO ID & NV

Sunday, Sep 21 - Saturday, Sep 27, 2025
Registration: Friday, May 16 - Sunday, Aug 31, 2025
Idaho & Nevada | Mexico | Latin America

https://www.wusata.org/e/345DGSE

EVENT DETAILS

Mexico Produce Inbound Trade Mission

Participate in WUSATA's Mexico Produce Inbound Trade Mission from September 21-27, 2025.

This is an excellent opportunity for Western U.S companies interested in meeting one-on-one with qualified produce buyers and expand export sales.

In 2024 Mexico was the top agricultural export market for the U.S. reaching $30.3 billion a 7% increase from 2023.

The inbound mission will connect buyers and suppliers via B2B meetings and site visits, guided tours of onion fields and packing sheds, giving you the opportunity to highlight your produce and learn buyer's needs and preferences

Benefits of Participation:

The mission will allow suppliers to establish contact with international buyers, importers and distributors specifically interested in sourcing produce. Participants will also acquire up-to-date market intelligence, consumer preferences and trends.

Itinerary:

September 21–Travel to Nevada

September 22 – One-on-one meetings in Yerington, Nevada

September 23 – One-on-one meetings in Fallon, Nevada

September 24 – Travel to Idaho

September 25 – One-on-one meetings in Treasure Valley, Idaho

September 26 – One-on-one meetings in Treasure Valley, Idaho

September 27 - Travel

Registration Details:

Registration Opens: Friday, May 16, 2025

Suitable Products: Onions

Deadline: August 4, 2025

Participation Fee: $50

Passes Available: 5

PRODUCT DESCRIPTION

Suitable Products:
Onions

INDUSTRY FOCUS

Produce

BUYER AUDIENCE

Mexico