INBOUND MISSION

CANADA CONSUMER-ORIENTED INBOUND TRADE MISSION

Monday, Oct 19 - Tuesday, Oct 20, 2026
Registration: Thursday, Feb 5 - Wednesday, Sep 30, 2026
Washington | United States of America

https://www.wusata.org/e/4YLTFWS

EVENT DETAILS

Canada Consumer-Oriented Inbound Trade Mission

Seattle, Washington

October 19th-20th, 2026

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: Join us in exploring the vast market opportunities for Western U.S. exporters in Canada.

Canada shares more culture with the U.S. than many other potential markets, making the transition to the Canadian market easier. The Canadian market offers opportunities for food and beverage producers being the second largest market for U.S. agricultural exports. U.S. food products are aligned with Canadian tasted, familiar to Canadian consumers, and valued for their quality and safety standards.

Whether you're export-ready or exploring international growth, this mission is a chance to make lasting impressions, build relationships, and open doors in one of North America's most accessible and growing markets.

We encourage early registration to secure your spot for this event!

Benefits of Participations:

- Engage in one-on-one meetings with pre-qualified buyers and distributors from Canada actively seeking new U.S. products.
- Go beyond introductions and develop lasting partnerships with industry professionals looking for reliable U.S. suppliers.
- Gain valuable insights directly from Canadian buyers on pricing, packaging, product appeal, and what makes a product competitive in their market.
- Use this mission as an opportunity to test your products in a new market and understand trade logistics.
- Save the travel cost

Meeting Days Available:

- October 19th - Seattle, WA Meetings
- October 20th - Seattle, WA Meetings

Participation Fee: $50

Number of Passes Per Day:

- 10 Monday- Seattle, WA
- 10 Tuesday – Seattle, WA

PRODUCT DESCRIPTION

Shelf-stable food, Specialty food, Health focused / clean label food and Pantry staples

INDUSTRY FOCUS

Consumer Oriented **Natural/Health** **Organic** **Retail Products**

BUYER AUDIENCE

Canada

Registration Deadline: May 24, 2026

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