

## INBOUND MISSION

# 2016 MEXICO PRODUCE INBOUND TRADE MISSION TO WA/CA

Monday, Jul 25 - Friday, Jul 29, 2016

Registration: Tuesday, Apr 19 - Monday, Jul 25, 2016

📍 WA/CA | Mexico | Latin America

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the Washington and California State Departments of Agriculture, announce participation and registration in the following activity:

### Mexico Inbound Produce Trade Mission to Washington and California ~ July 25 - 29, 2016

**This event will be held in conjunction with WUSATA's Central America and Southeast Asia Inbound Produce Trade Missions (please also register to meet with these buyers):**

More than 15 buyers from over three countries will travel to California and Washington to meet with fresh produce suppliers. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their facilities for field production and processing tours.

### Mexico:

México is the United States' third-largest agricultural export market with over \$19.5 billion in U.S. export sales in fiscal year 2014. With a population of over 116 million people and the highest per capita income in Latin America, México has become one of the largest and fastest growing markets for U.S. agricultural exports. In 2013 Mexico imported \$760 million of fresh U.S. fruit and vegetables alone, and there is growing consumer awareness of, and value placed on, certified organic products.

### Benefits of Participation:

- Connect with five pre-qualified fresh produce buyers representing Mexico that are hand-selected by WUSATA's in-country contractor and are interested in finding regional fresh produce suppliers
- Gather current market intelligence and consumer preference trend information direct from the source
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail, wholesale and e-commerce buyers personally
- Identify new buyers for your product, or re-connect personally with existing clients
- Ability to register and meet with ten additional fresh produce buyers from Southeast Asia and Central America on the same dates and same locations

**COST:** this is a complimentary activity



## PRODUCT DESCRIPTION

Fresh Produce

## INDUSTRY FOCUS

Produce

