

INBOUND MISSION

ATO FRESH PRODUCE B2B MEETINGS

Tuesday, Sep 22, 2026 | 2:30 PM - 4:30 PM
Registration: Thursday, Sep 3 - Friday, Sep 18, 2026
Fresno, California | United States of America | Latin America

https://www.wusata.org/e/LJ1SOFV

EVENT DETAILS

California Department of Food and Agriculture, in collaboration with the Agricultural Trade Office of Mexico announce participation and registration, which is brought to you by the USDA's Foreign Agricultural Service:

ATO Mexico Fresh Produce B2B Meetings

Fresno, California

September 22nd 2:30pm-4:30pm

Participating companies will have the opportunity to have direct B2B meetings with qualified buyers.

Buyers will be participating in 1 on 1 B2B Meetings in Fresno, CA on 9/22, from 2:30pm – 4:30pm.

Benefits of Participation:

- Meet with Fresh produce fruit buyers representing Mexico.
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers.
- Gather current market intelligence, consumer preference, and trend information directly from the source.
- Identify new buyers for your product, or re-connect personally with existing clients

Passes Available: 15

Participation Fee: Free

Please reach out to lucas.farrar@cdfa.ca.gov (916-545-0890) with any questions.

PRODUCT DESCRIPTION

Fresh produce (Fruit)

INDUSTRY FOCUS

Food Service Products | Ingredient | Organic | Produce

BUYER AUDIENCE

Mexico

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