

WUSATA SEMINARS

CALIFORNIA FUNDMATCH CONSULTATIONS

Tuesday, Aug 25 - Thursday, Aug 27, 2026
Registration: Monday, Dec 8, 2025 - Friday, Aug 28, 2026
California | United States of America

https://www.wusata.org/e/X2LUA0J

EVENT DETAILS

August 25–27, 2026 | Los Angeles & San Diego

WUSATA (Western U.S. Agricultural Trade Association), a USDA-backed non-profit, is bringing its popular FundMatch Roadshow back to California and this time, we're coming to you!

Join us for an exclusive 1:1 FundMatch consultation, where we'll come directly to you to help you access 50% cost reimbursement (up to $750,000 per year) for **domestic and international marketing activities** including travel costs for trade shows and trade missions, advertising, in-store demos, label and packaging modifications, and more.

You may qualify if you're:

- Headquartered in the Western U.S.
- A small-to-medium business
- Producing products that are 50% or more U.S.-based

FundMatch applications open August 1. During this personalized visit, we'll walk you through the domestic and international marketing activities available to you and show you exactly how to use FundMatch to promote and grow your brand at home and in global markets.

Presented by WUSATA, in partnership with the California Department of Food and Agriculture (CDFA).

Led by Engagement Manager Executive Hayden Romig and Lucas Farrar, Trade & Marketing Coordinator at CDFA, your on-site session includes:

- Hands-on assistance completing your FundMatch application
- A deep dive into FundMatch marketing activities domestic and international and how to leverage them to grow your brand, including:
  - Travel costs for trade shows and trade missions
  - Advertising and digital marketing
  - In-store demonstrations
  - Label and packaging modifications
  - And more
- A walk-through of how to use the FundMatch program and maximize your reimbursements
- A personalized review of your marketing plans, product lineup, and growth objectives

August 25th - Los Angeles (US Commercial Service; 2601 Main St STE 600, Irvine CA)

August 26th - Los Angeles (US Commercial Service; 2601 Main St STE 600, Irvine CA)

August 27th - San Diego (US Commercial Service; 9449 Balboa Ave STE 111)

Don't have a WUSATA account? Sign up here to register Select Attending Webinar/Seminar for the Quick Basic Sign-Up!

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Livestock Feed and Nutrition** **Natural/Health** **Nursery** **Nutraceutical** **Organic** **Produce** **Pet Food and Products** **Retail Products** **Seafood** **Specialty Beverage**

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

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