

## 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

REGISTER NOW!

<https://www.wusata.org/e/X2LUAQJ>

## EVENT DETAILS

**August 24–28, 2026 | • Los Angeles • San Diego / Imperial Valley**

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to California! Join us to learn how to access **50% cost reimbursement (up to \$300,000 per year)** for international marketing activities & including trade shows, packaging, digital advertising, and more.

During this in-person event, you'll meet one-on-one with **export contractors and WUSATA specialists** to evaluate your exporting goals and build a tailored strategy that pairs expert guidance with FundMatch resources to help you grow globally.

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

Led by Senior Engagement Executive Hayden Romig, this session includes:

- A personalized review of your marketing plans, product lineup, and international growth objectives
- A step-by-step overview of the FundMatch Program, including:
  - Eligibility and enrollment
  - Application process
  - Claims, documentation, and reimbursement timelines
  - Examples of eligible international marketing activities used by successful exporters
- Additional presentations and industry partner meetings to be announced & stay tuned!

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		