

## INBOUND MISSION

# 2016 CENTRAL AMERICA PRODUCE INBOUND MISSION TO WA/CA

Monday, Jul 25 - Friday, Jul 29, 2016

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

📍 WA/CA | 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:

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

**This event will be held in conjunction with WUSATA's Southeast Asia and Mexico 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.

### Central America:

Central America is foretasted to have steady growth in imports of U.S. agricultural products as a result of consumers' preference for U.S. products, which are seen as higher quality and safer than products produced and processed in Central America. In Central America's largest economy, Guatemala, consumer-oriented products hit record export levels by increasing 16 percent from \$317 million in 2013 to \$369 million in 2014.

### Benefits of Participation:

- Connect with five pre-qualified fresh produce buyers representing Central America 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 Mexico and Southeast Asia on the same dates and same locations

**COST:** this is a complimentary activity



## PRODUCT DESCRIPTION

Fresh Produce

## INDUSTRY FOCUS

Produce