TRADE SHOW

2023 CAG GLOBAL PRODUCE AND FLORAL SHOW

Thursday, Oct 19 - Saturday, Oct 21, 2023
Registration: Monday, Aug 7 - Friday, Sep 22, 2023
Anaheim, CA | United States of America

https://www.wusata.org/e/OSOG2VB

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the California Department of Food and Agriculture announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2023 Certified American Grown Pavilion at PMA Fresh Summit - Anaheim, CA

October 19-21, 2023

The Global Produce and Floral Show (formally PMA Fresh Summit) has more than 23,500 attendees from over 60 countries. It is estimated that 20 percent of attendees are from countries outside of the United States, with strong contingents from Mexico and Canada. Additional foreign attendees include: Argentina, Australia, Brazil, Central America, Chile, Israel, Korea, the Netherlands, New Zealand, Panama, Peru, and Spain.

Exhibiting at the show will provide cut flower and greens growers the opportunity to expand export sales through direct promotion to international buyers attending this premier produce event in the United States.

Certified American Grown (A WUSATA Partner) will provide participating farms with:

* A high visibility opportunity and location within the Floral Market Place

* A professionally developed space

* Installation and take down

* Dedicated space to showcase your farm, flowers, bouquets, and greens

*Two passes to the show - additional passes may be available

*Opportunities to enhance your level of participation

Participating farms will be able to showcase their flowers, greens and bouquets to mass-market buyers while helping to "wave the flag" under the Certified American Grown brand.

Participation Fee:

Floral Showcase Display: $1,750

Registration Deadline: September 8, 2023

PRODUCT DESCRIPTION

Floral

BUYER AUDIENCE

Worldwide