

WUSATA SEMINARS

FUNDMATCH SEMINAR — HUMBOLDT COUNTY, CA

Tuesday, Jul 7, 2026

Registration: Friday, May 29 - Monday, Jul 6, 2026

📍 Arcata, CA | United States of America

REGISTER NOW!

<https://www.wusata.org/e/AOFTCQ7>

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA) is coming to the Humboldt County area for an exclusive in-person event bringing small and medium-sized businesses together to discover how WUSATA can help you grow your brand in international markets.

Join us to learn about **WUSATA's FundMatch Program** and other trade mission activities and find out how you can access **50% cost reimbursement (up to \$750,000 per year)** for international marketing activities to take your products global.

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

Your session includes:

- An overview of **WUSATA's Trade Mission activities** and how to participate
- An introduction to the **FundMatch Program**, including eligible international marketing activities such as:
 - Travel costs for international trade shows and trade missions
 - Advertising and digital marketing
 - In-store demonstrations
 - Label and packaging modifications
 - And more
- How to enroll, apply, and maximize your reimbursements

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		