

## WUSATA SEMINARS

# FUNDMATCH CONSULTATIONS — HUMBOLDT COUNTY, CA

Tuesday, Jul 28 - Wednesday, Jul 29, 2026

Registration: Friday, May 29 - Monday, Jul 27, 2026

📍 Start-Up Humboldt 876 7th Ave. Arcata, CA | United States of America

REGISTER NOW!

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

## EVENT DETAILS

### About This Event

The Western U.S. Agricultural Trade Association (WUSATA) is coming to Humboldt County for exclusive in-person consultations designed for small and medium-sized food and agricultural businesses ready to expand into international markets.

Join us for a personalized one-on-one consultation to learn how WUSATA's FundMatch Program can help you access **50% cost reimbursement up to \$750,000 per year** for a wide range of international marketing activities and get tailored guidance on how to start putting those funds to work for your brand.

**FundMatch applications for the 2027 program year go live August 1, 2026**, these consultations are your chance to get ahead before the new program year begins.

### Event Schedule

#### Monday, July 28 One-on-One FundMatch Consultations

Start-Up Humboldt | 876 7th Ave., Arcata, CA

### What You'll Cover

Your consultation includes:

- An overview of WUSATA's Trade Mission activities and how to participate
- An introduction to the FundMatch Program, including eligible activities such as:
  - Travel costs for international trade shows and trade missions
  - Domestic trade shows with significant international buyer attendance (Expo West, Winter Fancy Food Show, Summer Fancy Food Show, IDDBA, and more)
  - Advertising and digital marketing
  - In-store demonstrations and promotional events
  - Label and packaging modifications
  - And more
- How to enroll, apply, and maximize your reimbursements

### New to WUSATA?

Create a free account before attending. Sign up at [wusata.org/mywusata](https://www.wusata.org/mywusata) 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		