

## INBOUND MISSION

# 2015 CENTRAL AMERICA: PRODUCE INBOUND TRADE MISSION TO CA/WA

Monday, Jul 20 - Friday, Jul 24, 2015

Registration: Friday, May 15 - Monday, Jul 13, 2015

📍 Washington & California

<https://www.wusata.org/e/64WHLIH>



## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### 2015 Fresh Produce Inbound Trade Mission from Central America

- July 20-21: Yakima, WA
- July 22: Salinas/Monterey, CA
- July 23 -24: Fresno, CA

**This event will be held in conjunction with WUSATA's Mexico and Southeast Asia Inbound Trade Missions (see registration links below):** More than 15 buyers from over three countries will travel to California and Washington to meet with fresh produce suppliers. Event participants can either join our one-on-one business meetings or have an opportunity to host the buyer delegation at their facilities for field production and processing tours.

**Central America:** The United States trade agreement with the Dominican Republic and Central America (CAFTA) has facilitated international business between Central America and the U.S. by reducing tariffs on almost 80 percent of U.S. products. Central America, in particular, remains a significant market for fresh fruit exports from the Western U.S. with \$88 million in 2014 sales alone - surpassing both the European Union and Southeast Asia regions. Guatemala, Costa Rica and El Salvador are the top export destinations within Central America. Leading fresh fruit exports include grapes, apples and tree fruit.

### Benefits of Participating:

- Meet one-on-one with pre-qualified buyers
- Highlight your product and obtain direct insight/feedback from experienced importers
- Introduce your products to over 3 countries at additional meetings held same date, place and time

To maximize your marketing efforts, WUSATA encourages companies to participate in all three missions: Central America, Mexico and Southeast Asia, which will be held on the same dates, times and locations. To register for these events, please click on the links below.

**REMINDER:** This registration page is for the Central America Inbound Trade Mission portion only.

## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

- **Suitable products include, but are not limited to:** Fresh fruits and vegetables, including specialty products such as berries and stone fruits.  
(Fresh fruit producers and exporters are encouraged to participate.)

## INDUSTRY FOCUS

Produce