

WEBINARS

FISH OUT OF WATER: OPPORTUNITIES & CHALLENGES FOR U.S. WEST COAST SUPPLIERS

Wednesday, Apr 2, 2025 | 10:00 AM - 11:00 AM
Registration: Friday, Mar 21 - Tuesday, Apr 1, 2025
Microsoft Teams | United States of America

https://www.wusata.org/e/T7OJC1S

EVENT DETAILS

Fish Out of Water: Opportunities & Challenges for U.S. West Coast Suppliers

April 2, 2025 10am to 11am PDT

The meeting link will be sent within 24 hours of registration

Presented by Bryant Christie Inc. and Potential Guest: Alaskan Seafood Marketing Institute

This webinar is targeted at exporters of seafood based in the Western United States and those interested in exporting seafood from the Western U.S. This presentation will detail the top seafood export products from the Western U.S. and their primary export destinations, market trends and consumer preferences in those markets, and trade barriers affecting trade of U.S. seafood products entering those markets. The seminar will also highlight top seafood exports and the landscape for sustainability certification for those products followed by an analysis of market opportunities and business considerations for the export of seafood products. The presentation will finally be capped off by a case study of a company that successfully began exporting sea food products from the Western U.S.

Detailed Meeting Overview:

1. Welcome & Introduction (5 min)

- Host introduction
- Purpose of the webinar
- Brief overview of the U.S. West Coast seafood industry

2. Top Seafood Export Markets (15 min)

- Dungeness crab, Pacific salmon, black cod, shellfish, and albacore tuna
- Key destinations for each product
- Market trends and consumer preferences
- Tariffs and trade agreements affecting exports

3. How to Stand out in the Market (10 min)

- Reputation of Western US Seafood and how to market it
- Sustainability certification and its role in exports
- Value-added seafood products gaining traction internationally

4. Challenges in Exporting Seafood (10 min)

- U.S. regulatory framework (NOAA, FDA, USDA, etc.)
- International import requirements and common compliance issues
- Labeling and traceability requirements
- Logistics and cold chain management best practices

5. Market Opportunities & Business Strategies (15 min)

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Worldwide

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

- Emerging markets with growing seafood demand
- Case studies of exporters overcoming regulatory barriers
- Leveraging trade shows, industry networking, and government export programs

6. Q&A & Closing Remarks (10 min)

- Open discussion with attendees
- Resources and support for exporters
- Closing statements

Learning Outcomes:

- Identify Top Export Products & Trends – Participants will gain insights into the most lucrative international markets for Western U.S. seafood, including consumer preferences and emerging opportunities.
- Understand Key Seafood Export Regulations – Attendees will learn about U.S. and international regulatory requirements, including food safety standards, labeling, and sustainability certifications.
- Recognize Leading Seafood Export Products – Participants will understand which seafood products from the Western U.S. are in high demand globally and how value-added processing can increase competitiveness.
- Navigate Common Export Challenges – Attendees will be equipped with strategies to overcome trade barriers such as tariffs, customs procedures, and compliance issues.
- Develop Market Entry & Logistics Strategies – Participants will learn best practices for cold chain management, leveraging trade agreements, and using government export assistance programs to expand their business internationally.