PROMOTION

INGREDIENT KEY ATTRIBUTE AND APPLICATION RESEARCH (INDONESIA, THAILAND, SINGAPORE & VIETNAM)

Wednesday, Jan 1 - Wednesday, Dec 31, 2025
Registration: Friday, May 16 - Monday, Sep 1, 2025
Singapore, Vietnam | Singapore

https://www.wusata.org/e/7ZNUQ0I

EVENT DETAILS

Ingredient Product Research: Key Attributes & Applications

(Indonesia, Thailand, Singapore & Vietnam)

WUSATA has arranged for a culinary center in Oregon to work with a broad range of ingredients. The culinary center will receive ingredients from participating companies for analysis for key attributes and application information. The goal is to help small and medium sized companies from the Western US gather information to help sell their ingredients to food processors, especially food processors in Southeast Asian countries such as Singapore, Thailand, Vietnam & Indonesia.

This work will help companies market their ingredients to food processors. It will also lay the groundwork for participation in future ingredient seminars attended by international buyers and meetings with buyers.

For questions and inquiries, contact Theresa Yoshioka (Theresa.YOSHIOKA@oda.oregon.gov)

Participating companies may have up to 2 ingredients reviewed. Participating company responsibilities will be:

- Select 1 or 2 ingredients to participate in the project
- Provide a sample of at least 5 pounds of your product to research team (adjustments can be made for products used in lower quantities or perishable products)
- Complete an in-take form for culinary team
- Join kick-off meeting (virtual) for your product(s) with culinary team and Project Manager
- Be available to answer questions from culinary team
- Join final presentation of results meeting (virtual)

If interested, please register now. The next 6 companies to sign up will make up the next group of companies for work with the culinary team in June– August. After that companies can sign up for the waitlist to participate in the next available time.

Why Participate:

Benefits from participating in the activity:

- -Have up to 2 ingredient products reviewed by culinary experts
- -Get analysis of ingredients' key attributes of interest to food processors
- -Recommendations on how your ingredients may be used in finished processed food/beverage products
- -One-page summary to use in marketing
- -Up to $1,500 in shipping reimbursement for participating products shipped to potential customer in Indonesia, Thailand, Singapore or Vietnam.

PRODUCT DESCRIPTION

Ingredients for food processors, such as nut products, pastes, oils, processed fruit products, purees, powders, processed vegetables, ground seeds, seed/nut meal, freeze dried products, baking ingredients, etc.

INDUSTRY FOCUS

Ingredient

BUYER AUDIENCE

Thailand **Singapore** **Indonesia** **Vietnam**

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

Itinerary:

Group 1:

Completed

Group 2:

Registration open now!

Jun.-Aug. – Culinary experts work with your product

Group 3:

Registration opening in August

Sept.-Nov. – Culinary experts work with your product

Registration Opens: 05/16/2025

Suitable Products: Ingredients for food processors, such as nut products, pastes, oils, processed fruit products, purees, powders, processed vegetables, ground seeds, seed/nut meal, freeze dried products, baking ingredients, etc.

Registration Details:

Deadline: Group 2 - June 2nd, 2025

Participation Fee: $75

Passes Available: 6 Companies in group 2

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