

## VIRTUAL TRADE EVENT

# LATIN AMERICA VIRTUAL TRADE MISSION SERIES

Thursday, Aug 27 - Thursday, Sep 17, 2020  
Registration: Tuesday, Jul 21 - Friday, Aug 14, 2020 | 12:00 PM  
📍 Virtual Mission | Colombia | South America

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

## EVENT DETAILS

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

**Latin America Virtual Trade Mission Series**  
**Consumer Oriented Buyers ~ August 27, 2020**  
**Specialty Beverage Buyers ~ September 3, 2020**  
**Seafood Buyers ~ September 10, 2020**  
**Produce Buyers ~ September 17, 2020**

This will be an excellent opportunity for companies to continue to connect and learn more about the large and growing markets of Latin America.

WUSATA will recruit 6-8 companies per sector to meet virtually with pre-qualified buyers from throughout Latin America to discuss virtually the opportunity to export. Companies will meet one-on-one with a custom slate of importers, distributors, retailers, and restaurant/hotel purchasing decision makers. These meetings are a unique opportunity to speak directly with buyers and discuss consumer preferences, trends in the marketplace, and even volume and pricing.

### Benefits of Participation:

- Meet one-on-one with pre-qualified buyers in your sector
- Promote and showcase your products while learning buyer preferences
- Learn more about some of Latin America's markets, regulations, and how to locate the best buyer for your product
- Share your insight with buyers on the quality and availability of Western U.S. products

### Event Dates:

August 27, 2020 - 1:1 Meetings with Consumer Oriented/Retail buyers

September 3, 2020 - 1:1 Meetings with Specialty Beverage Buyers

September 10, 2020 - 1:1 Meetings with Seafood Buyers

September 17, 2020 - 1:1 Meetings with Produce Buyers

**Participation Fee:** \$25 per company, per sector

**REGISTRATION DEADLINE:** August 14, 2020

\*\*\*Please register for a spot in your specific sector only (Consumer Oriented/Retail, Specialty Beverages, Seafood, or Produce)\*\*\*

Note: Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:**

**Consumer Oriented/Retail:** Consumer Ready Products, Specialty Foods, Food Service Products, Snack Foods, Health Foods, Packaged and Branded Grains, Non-Alcoholic Beverages and Meat.

**Specialty Beverages:** Alcoholic beverages and hospitality food items, to include hard cider, craft beer, wine, spirits, mixers, and beverage ingredients/garnishes.

**Seafood:** Salmon, crab, cod, halibut, tuna, flounder/sole, pollock, whiting/hake, rock fish, sable fish/black cod, shrimp, and sardines.

**Produce:** Fresh fruits and vegetables

## INDUSTRY FOCUS

Food Service Products	Produce	Retail Products
Seafood	Specialty Beverage	