

## INBOUND MISSION

# 2017 EUROPE DRIED FRUIT AND NUT INBOUND TRADE MISSION TO NM, AZ, CA

Sunday, Dec 3 - Friday, Dec 8, 2017

Registration: Wednesday, Aug 16 - Friday, Dec 1, 2017

📍 NM, AZ, CA | Europe

<https://www.wusata.org/e/2Z9CSLS>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the Arizona, California and New Mexico State Departments of Agriculture, announce participation and registration in the following activity:

### Europe Dried Fruit and Nut Inbound Buying Mission to Arizona, California and New Mexico, December 3<sup>rd</sup> – December 8<sup>th</sup>, 2017.

The European Union is the world's largest importer of agricultural commodities and food, with \$60 billion USD imports coming from the United States. The combined GDP (Gross Domestic Product) of the EU economies was approximately \$16.31 trillion USD in 2015, placing it far ahead of China. The EU is the largest market for dried fruit and nuts, representing more than 40% of the world total imports. Import volumes are predicted to rise as the consumer markets for natural, low sugar, and safe products grow in this region.

### Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet one-on-one with pre-qualified buyers from across Europe
- Identify new buyers for your product, or re-connect personally with existing clients

### Meetings:

December 3-4, 2017 Meetings in the Roswell, NM and Las Cruces, NM areas

December 5, 2017 Meetings in the Tucson, AZ area

December 6, 2017 Meetings in the Fresno/Central Valley area (facility visits)

December 7, 2017 Meetings in the Sacramento, CA area (tabletops at the Almond Board Conference)

December 8, 2017 Meetings in the Sacramento, CA area (facility visits)

**COST:** This is a complimentary activity



## PRODUCT DESCRIPTION

**Products of Interest:** Dried Fruit and Nuts

### INDUSTRY FOCUS

Ingredient