

TRADE SHOW

CERTIFIED AMERICAN GROWN PAVILION AT PMA FRESH SUMMIT

Thursday, Oct 17 - Saturday, Oct 19, 2019
Registration: Friday, May 3 - Friday, Aug 23, 2019
📍 CA | North America

<https://www.wusata.org/e/J3WM64G>

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the California Department of Food & Agriculture announce participation and registration in the following activity:

Certified American Grown Flower Pavilion at PMA Fresh Summit - Anaheim, CA - October 17-19, 2019

The PMA Fresh Summit has more than 19,000 attendees from over 60 countries. It is estimated that 20 percent of attendees are from countries outside of the United States, with strong contingents from Mexico and Canada. Additional foreign attendees include: Argentina, Australia, Brazil, Central America, Chile, Israel, Korea, the Netherlands, New Zealand, Panama, Peru, and Spain.

Exhibiting at PMA will provide cut flower and greens growers the opportunity to expand export sales through direct promotion to international buyers attending this premier produce event in the United States

Certified American Grown (A WUSATA Partner) will provide participating farms with:

- A high visibility opportunity and location within the Floral Market Place
- A professionally developed space
- Installation and take down
- Dedicated space to showcase your farm, flowers, bouquets, and greens
- Two passes to the show
- Opportunities to enhance your level of participation

Benefits of Participation:

Participating farms will be able to showcase their flowers, greens, and bouquets to mass-market buyers while helping to "wave the flag" under the Certified American Grown brand.

Registration Deadline: July 31, 2019

PRODUCT DESCRIPTION

Products of Interest: Cut flowers and greens growers

INDUSTRY FOCUS

Nursery

