INBOUND MISSION

ALASKA AND HAWAII FLORICULTURE INBOUND MISSION WITH IN-MARKET PROMOTION

Sunday, Jul 27 - Saturday, Aug 2, 2025
Registration: Thursday, Jun 5 - Friday, Jul 11, 2025
Alaska & Hawaii | Korea, Republic of

https://www.wusata.org/e/AR2TPEX

EVENT DETAILS

2025 South Korea Floriculture Inbound Mission to Hawaii and Alaska

The Korean market for floriculture and horticulture products, including cut flowers/ foliage, primarily depends on imported products, presenting a potential opportunity for U.S. products to penetrate and develop the market. USDA FAS trade data shows that $49,000 in cut flowers and over $1.3 million in nursery products were exported to South Korea in 2023 from the U.S. However, South Korea imported over $152.8 million in live trees, plants, bulbs, roots, greenery, and cut flowers the same year, demonstrating the potential in the Korean market to increase trade relationships for Western U.S. floriculture products.

The Hawaii Department of Agriculture and Alaska Division of Agriculture will lead a delegation of 3-5 buyers from South Korea to meet with floriculture producers at 2-3 locations in both Hawaii and Alaska. Buyers will participate in one-on-one meetings, facility, farm, and/ or nursery visits, market presentations, and retail tours.

Benefits of Participation:

- Meet in person with qualified buyers from South Korea

- Learn about the opportunities and demands for exotic and unique floral, greenery, and cut flower products in the South Korea market by meeting one-on-one with buyers.

- Have cut flower, floral, and greenery importers visit your farm or nursery sites where you can showcase your products.

- Identify new buyers for your products, and/ or build relations with existing clients.

- Meet potential buyers for your product without traveling to South Korea.

- Assistance with sample shipping/ test product shipments to buyers until the end of the calendar year.

Tentative Itinerary: Subject to Change

July 27: Buyers arrive in Oahu, Hawaii

July 28: Morning: USDA/ Aphis Presentation, Oahu farm visits; Afternoon farm visits in Maui

July 29: Big Island of Hawaii (Hilo) farm visits, meetings, and market tours

July 30: Buyers travel to Alaska

July 31: Homer farm visits, meetings, market tours

August 1: Fairbanks farm visits, meetings, market tours

August 2: Buyers return home

INDUSTRY FOCUS

Nursery

BUYER AUDIENCE

Korea, Republic of

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

Suitable Products:

cut flowers, peonies, foliage, and greenery, including exotic and long-lasting products, trees/ plants packaged without soil, plant materials, and products suitable for floral bouquets and displays

Registration Details:

Registration Opens: Thursday, June 5

Deadline: July 11, 2025

Participation Fee: $30

Passes Available: Oahu: 5, Maui: 5, Big Island (Hilo): 5, Fairbanks: 5, Homer: 5

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