

## INBOUND MISSION

# 2016 CANADA PRODUCE INBOUND MISSION TO WA/HI

Monday, Jun 6 - Friday, Jun 10, 2016  
Registration: Thursday, Apr 14 - Thursday, Jun 2, 2016  
📍 WA/HI | Canada | North America

## EVENT DETAILS

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

### Canada Inbound Fresh Produce Trade Mission to Washington and Hawaii ~ June 6 - 10, 2016

Canada is a large and growing market served by a robust free trade agreement that facilitates U.S. companies' ability to streamline their access and development of the market.

During fiscal year (FY) 2015, the majority of consumer-oriented agricultural categories posted record annual sales to Canada. Fresh vegetable sales were valued at \$1.4 billion, and fresh fruits at \$1.3 billion. Demand for organic foods continues to increase considerably as it expected to grow 20 percent in the next 15 years. Canada's robust immigration policies encourage relocation to Canada with immigrants representing 50% of Canada's population gain, creating a demand for ethnic produce and the need for new suppliers.

### Benefits of Participation:

- Connect with up to seven pre-qualified fresh produce buyers from some of Canada's largest wholesalers, grocery chains and specialty stores including Overwaitea, Urban Fare, Star Produce, HY Louie and Misty Mountain Specialty. Buyers are hand-selected by WUSATA's in-country contractor and are seeking suppliers for a wide variety of fresh produce from Washington and Hawaii. Buyers would like to identify new suppliers as well as refresh existing contacts and relationships
- Gather current market intelligence and consumer preference trend information direct from the source



## PRODUCT DESCRIPTION

Fresh Produce - wide variety of products needed - including all fruits, vegetables, herbs, spices, specialty and ethnic produce, with a high degree of interest in certified organic products

## INDUSTRY FOCUS

Produce

- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers personally
- Identify new buyers for your product, or re-connect personally with existing clients

**Cost:** \$25.00 "per company" registration fee.