**INBOUND MISSION**

# 2024 LATIN AMERICA PRODUCE INBOUND TRADE MISSION TO CA

Monday, Jul 8 - Thursday, Jul 11, 2024
Registration: Friday, May 24 - Friday, Jul 5, 2024
California | Mexico | Latin America

https://www.wusata.org/e/C8B64E4

## EVENT DETAILS

### 2024 Latin America Produce Inbound Trade Mission to CA

California and Idaho will facilitate delegations on LATAM produce buyers (Mexico and Central/South America) to the WUSATA region to increase knowledge among the trade on the availability, quality, and sustainability characteristics of Western U.S. produce.

Produce inbound missions service the needs of exporters within the WUSATA region to connect with foreign buyers and expand export sales. Inbound missions provide the opportunity to visit packing facilities and tour orchards/fields to see first-hand harvesting and handling practices. Participants will have the opportunity to connect with growers, shippers and exporters of produce.

### Why Participate - California Inbound:

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WUSATA will conduct two inbound missions, one to California (July 7-12) and the second to Idaho (Week of Sept 8th), to connect with growers, shippers, and exporters of produce. The July mission will focus on fresh fruits and vegetables.

### Benefits of Participation:

-Connect with pre-qualified importers / buyers representing Latin America.

-Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers.

-Gather current market intelligence, consumer preference, and trend information directly from the source.

-Identify new buyers for your product or re-connect personally with existing clients.

### Itinerary (<u>One Pass Per Company</u>):

July 8 - Fresno 4 site visits (whole day)

July 9 am- Fresno (2 site visits)

July 9 pm – Clovis (tabletop meetings 15 passes)

July 10 – Fresno - Salinas (2 site visits)

July 11 - Salinas / Monterrey (1 site visit)

### INDUSTRY FOCUS

**Produce**

### BUYER AUDIENCE

**Mexico**

**Registration Opens:** May 24, 2024

**Suitable Products:** Produce

**Registration Details:**

**Deadline for CA:** July 5, 2024

**Available Passes:** 5 per day

**Participation Fee:** $75

**Note:** One pass per company

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