

Changing How U.S. Agricultural Companies Connect with International Markets



Products of the U.S.A.

The Western U.S. Agricultural Trade Association (WUSATA®) provides opportunities for international buyers to connect directly with producers of quality-driven food and agriculture products from the Western region.

The expert team at WUSATA delivers premier services that engage the global marketplace on multiple levels.

WUSATA facilitates over **10,000 buyer-to-seller introductions** annually through domestic and international activities including trade shows, buying missions, trade leads and access to in-country representatives.

Representing over a **thousand brands**, WUSATA efforts result in hundreds of distributorships and over **\$400 million** in annual reported sales.

Top Exported Western U.S. Agricultural Product Categories

- Seafood
- Consumer-ready foods
- Fruits
- Beverages
- Vegetables
- Value-added wood products
- Food-based nutritional supplements
- Nursery products
- Food ingredients

33

WUSATA
trade activities
held in 2018

533

U.S. exporters
participating in
2018

16,902

Buyer-to-seller
introductions
made in 2018

\$432

Million
Western U.S.
exports in
2018

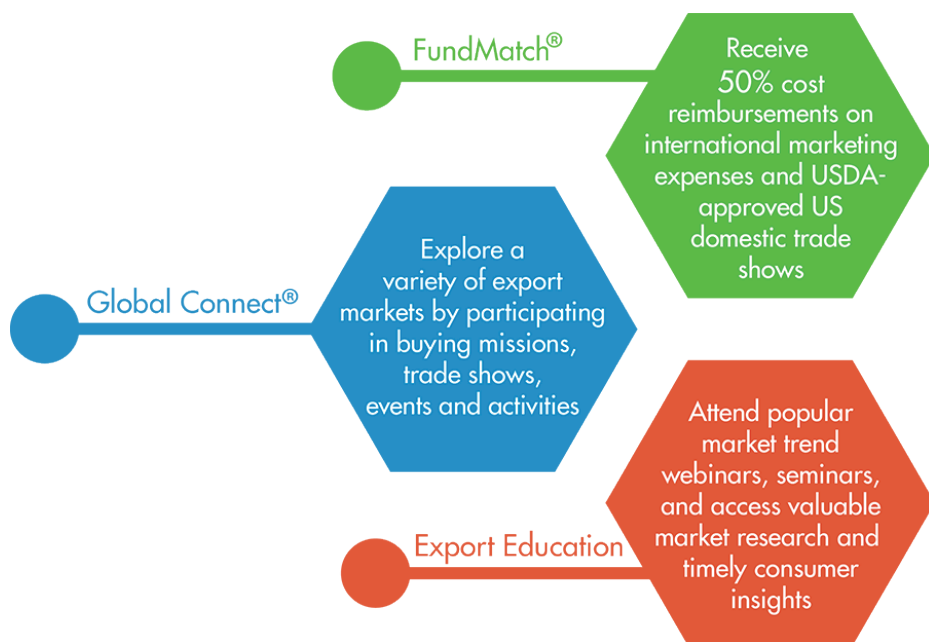
Target Markets

Africa
Canada Central
America China
European Union
India
Japan
Korea
Mexico Middle
East Russia
South America
Southeast Asia
Taiwan



Learn more at WUSATA's Media Room: www.wusata.org/insights/media

WUSATA: Learn, Connect and Compete



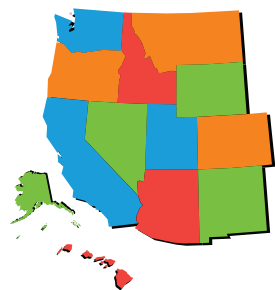
Each year, WUSATA delivers services to over a thousand U.S. suppliers through three primary program tracks: Global Connect, FundMatch, and Export Education. Eligible companies* are encouraged to participate in all programs to maximize the benefits.

A tailored website provides resources, tools and training at no cost to registered suppliers, including popular market intelligence webinars and trade leads from pre-qualified buyers.

** Western food and agricultural businesses must meet U.S. origin product and company eligibility. To learn more about how to qualify to WUSATA's programs and services, visit www.wusata.org.*

WUSATA's FundMatch Program assisted 208 participants in 2018. Companies participating in the 50% matching funds program enjoy on average 142:1 return on investment.

In addition, Global Connect enabled participating companies to reach \$102 million in reported sales.



About WUSATA

WUSATA is a non-profit trade association that connects Western U.S. suppliers with international buyers. WUSATA's members are the 13 Western and America Samoa U.S. State Departments of Agriculture.

Top Product Sectors

- Consumer-ready 86%
- Ingredients 10%
- Feed & Forage/Other 4%

Let us connect you. Visit WUSATA's press room to schedule an interview with WUSATA's experts, find additional background, data, multimedia and more:



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