

Tijuana Outbound Trade Mission July 21-22nd
Los Cabos Trade Show & Chef Competition July 23-25th
Registration deadline is May 2nd!!

If you have a foodservice product and are interested in Mexico this is the event for you! This combined event consists of three parts. 1) [Out bound Trade Mission targeting Food Service Importers](#) 2) [Food and Hotel Industry Trade Show](#) and 3) [a Chef Training and Competition](#).

Each activity is designed to compliment one another and to create a complete marketing loop. You will meet with pre-qualified importers that service the Baja California hotel and restaurant industry as well as important chefs and buyers at the trade show in Los Cabos. During the chef competition you will have the opportunity to meet with area chefs and provide hands on training for your product to create an excitement about incorporating your product on their every-day menus.

These three projects work together but you can choose to participate in one, two or all three activities. Now is the time to launch your marketing campaign into Baja California. For more information please contact Jerry Ward at the Idaho State Department of Agriculture by phone (208) 332-8537 or by email jward@agri.idaho.gov or contact David Anderson at the Washington State Department of Agriculture by phone (509) 457-7137 or by email danderson@agr.wa.gov.



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

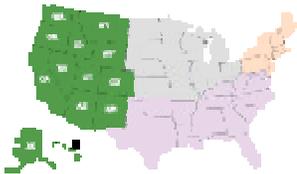
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Outbound Trade Mission

Tijuana, Mexico

July 21 – 22, 2008

Tijuana, Mexico

Benefits from participating in the activity:

Access the growing Los Cabos market, which receives 1.5 million tourists a year who enjoy over 100 luxury hotels and 150 independent restaurants.

Introduce your food and beverage items to appropriate foodservice importers/distributors servicing Los Cabos and Baja California, Mexico and to high-end Mexican hotels in Los Cabos and Baja California.

The California, Colorado, Idaho, New Mexico, and Washington Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Outbound Trade Mission to Baja California, Tijuana.

This will be an excellent opportunity for companies to participate in the tourist market in Mexico. It is growing by 3.7% per year!

Over 85% of the tourists who visit Los Cabos are from the U.S. They spend an average of \$106 on food and beverages per day.

Suitable products include, but are not limited to:

Fruit and Vegetables, Meats & Poultry, Frozen Foods, Canned Foods, Sauces and Condiments, Shelf Stable Foods, Pastas and Grains, Snack Foods, Juices, Beverages, Wines and Spirits, Spices

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Jerry Ward at Idaho State Dept of Agriculture by telephone (208) 332-8537 or by email (jward@agri.idaho.gov) and David Anderson at the Washington State Dept of Agriculture, by telephone (509) 457-7137 for more information.

If you are interested in registering for this activity, please complete and return the attached reservation form by:

May 2, 2008



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

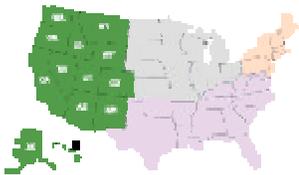
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

Outbound Mission
July 21 – 22, 2008
Tijuana, Mexico

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION: Participant Fee: \$0

Participants will receive:

1. Customized itinerary in Tijuana with pre-qualified importers.
2. One-on-one appointments.
3. Meet top importers serving hotels and restaurants, chefs and buyers in the growing Baja California tourist market.

Companies' Responsibilities:

1. Airfare, lodging, and meals. (WUSATA to arrange reservations for hotel.)
2. Samples of products.
3. Brochures, promotional items, electronic logos, and company information.

Please note: As a participant in this activity, you will be asked to fill out a *Company Evaluation form* and a *follow-up evaluation* at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: May 2, 2008

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

Authorized Signature: _____

Printed Name: _____

Date: _____



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

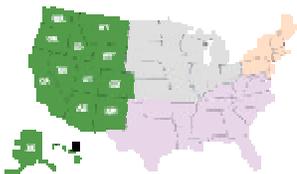
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Hotel and Restaurant Trade Show Los Cabos, Mexico

July 23 – 25, 2008

Los Cabos, Mexico

Benefits from participating in the activity:

Access the growing Los Cabos market, which receives 1.5 million tourists a year who enjoy over 100 luxury hotels and 150 independent restaurants.

Introduce your food and beverage items to appropriate chefs and buyers in Los Cabos and Baja California.

The California, Colorado, Idaho, New Mexico, and Washington Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Hotel and Restaurant Industry Trade Show in Los Cabos, Mexico.

This will be an excellent opportunity for companies to participate in the tourist market in Mexico. It is growing by 3.7% per year!

Over 85% of the tourists who visit Los Cabos are from the U.S. They spend an average of \$106 on food and beverages per day.

Participation Fee: \$50

Suitable products include, but are not limited to:

Fruit and Vegetables, Meats & Poultry, Frozen Foods, Canned Foods, Sauces and Condiments, Shelf Stable Foods, Pastas and Grains, Snack Foods, Juices, Beverages, Wines and Spirits, Spices

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Jerry Ward at Idaho State Dept of Agriculture by telephone (208) 332-8537 or by email (jward@agri.idaho.gov) and David Anderson at the Washington State Dept of Agriculture, by telephone (509) 457-7137 for more information.

If you are interested in registering for this activity, please complete and return the attached reservation form by:

May 2, 2008



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

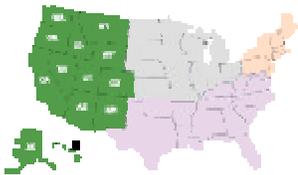
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

HRI Trade Show
July 23 – 25, 2008
Los Cabos, Mexico

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION: Participant Fee: \$50

Participants will receive:

1. Trade Show booths at a hotel in the heart of Los Cabos.
2. Opportunity to showcase new products.
3. Meet chefs and buyers in the growing Baja California tourist market.

Companies' Responsibilities:

1. Airfare, lodging, and meals. (WUSATA to arrange reservations for hotel.)
2. Samples of products.
3. Brochures, promotional items, electronic logos, and company information.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: May 2, 2008

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 120, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

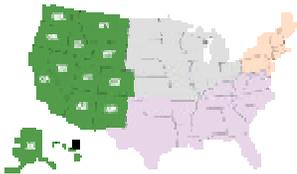
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Los Cabos Chef Competition

Los Cabos, Mexico

July 23 – 25, 2008

Los Cabos, Mexico

Benefits from participating in the activity:

Access the growing Los Cabos market, which receives 1.5 million tourists a year who enjoy over 100 luxury hotels and 150 independent restaurants.

Introduce your food and beverage items to appropriate foodservice chefs at high-end Mexican hotels and restaurants in Los Cabos and Baja California.

The California, Colorado, Idaho, New Mexico, and Washington Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Chef Competitions, Los Cabos, Mexico.

Here is the opportunity to teach chefs at restaurants and hotels about your products! A US chef will introduce your products and new ways to use them to important chefs and buyers in Los Cabos.

This will be an excellent opportunity for companies to participate in the tourist market in Mexico. It is growing by 3.7% per year!

Over 85% of the tourists who visit Los Cabos are from the U.S. They spend an average of \$106 on food and beverages per day.

Suitable products include, but are not limited to:

Fruit and Vegetables, Meats & Poultry, Frozen Foods, Canned Foods, Sauces and Condiments, Shelf Stable Foods, Pastas and Grains, Snack Foods, Juices, Beverages, Wines and Spirits, Spices

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact Jerry Ward at Idaho State Dept of Agriculture by telephone (208) 332-8537 or by email (jward@agri.idaho.gov) and David Anderson at the Washington State Dept of Agriculture, by telephone (509) 457-7137 for more information.

If you are interested in registering for this activity, please complete and return the attached reservation form by:

May 2, 2008



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

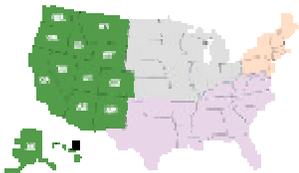
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

Chef Competitions
July 23 – 25, 2008
Los Cabos, Mexico

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION: Participant Fee: \$0

Participants will receive:

1. Products introduced to chefs and buyers.
2. The chefs get hands on training on how to fully utilize the products.

Companies' Responsibilities:

1. Airfare, lodging, and meals. (WUSATA to arrange reservations for hotel.)
2. Samples of products to be used in the competition and demonstration.
3. Brochures, promotional items, electronic logos, and company information.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: May 2, 2008

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

Authorized Signature: _____

Printed Name: _____

Date: _____